

LIFE

HOW TO STRETCH YOUR MEAT DOLLAR
LATEST IN LIFE'S FOOD SERIES

BACK ON BROADWAY
GINGER ROGERS



20 CENTS

NOVEMBER 5, 1951

CIRCULATION OVER
5,200,000

REG. U. S. PAT. OFF.



QUALITY
CRAFTSMANSHIP
STYLE



*Look for this label... it identifies
the finest wools in the world*

FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.

Now! Avoid "Tell-Tale Mouth"

(BREATH NOT AS SWEET, TEETH NOT AS CLEAN AS THEY CAN BE)



Ipana keeps your whole mouth cleaner, sweeter, sparkling!



Be confident of your smile. Be really confident, not just hopeful. Yes, actual dentists' tests prove that brushing with Ipana gets teeth cleaner, more sparkling. And as for reducing tooth decay effectively, remember this: no other tooth paste—ammoniated or regular—has ever been proved better than Ipana.

Be confident of your breath. Brushing with Ipana after eating helps remove *causes* of unpleasant mouth odor. And Ipana's brisk, refreshing flavor

instantly sweetens breath—leaves your mouth feeling clean, feeling good—*sparkling* clean and fresh.

And don't forget your gums. Brush teeth from gum margins towards biting edges. Ipana's active cleansing foam helps remove irritants that can lead to gum troubles.

Teeth, breath, gums—all three can cause "Tell-Tale Mouth"... so remember, cleansing with Ipana Tooth Paste helps keep your whole mouth healthy. Get a tube of Ipana Tooth Paste today.

Ipana

Tooth Paste

Your own taste warns of "Tell-Tale Mouth"



THAT STALE, FURRY TASTE—OFTEN IT'S A SIGN OF "TELL-TALE MOUTH." (TEETH AND BREATH NOT AS CLEAN AS THEY CAN BE)...



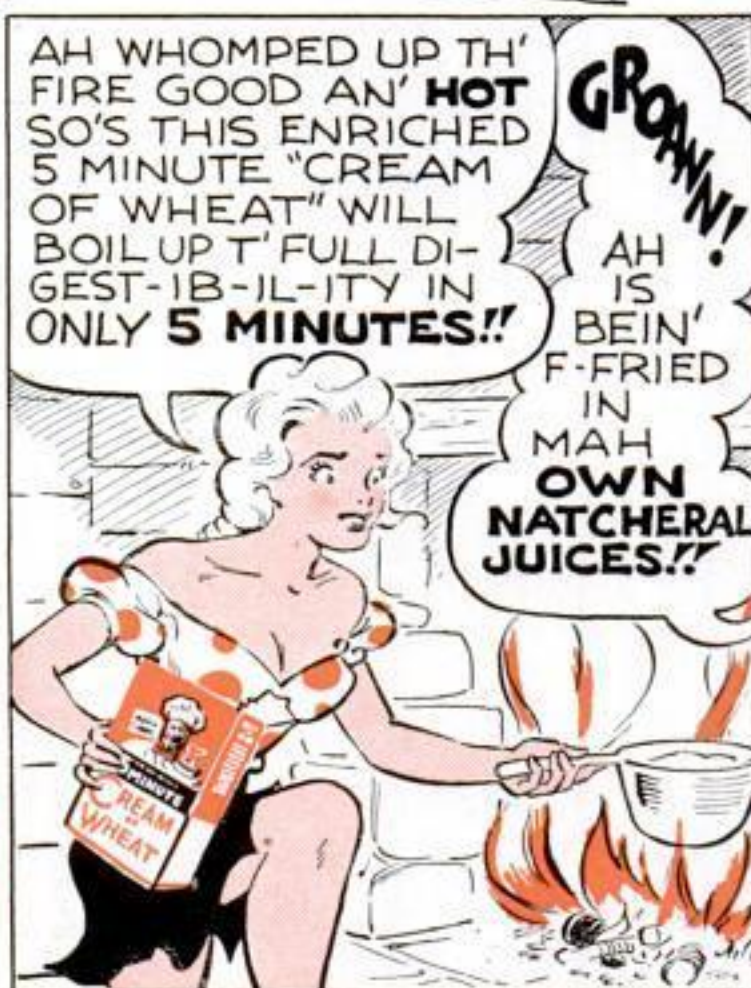
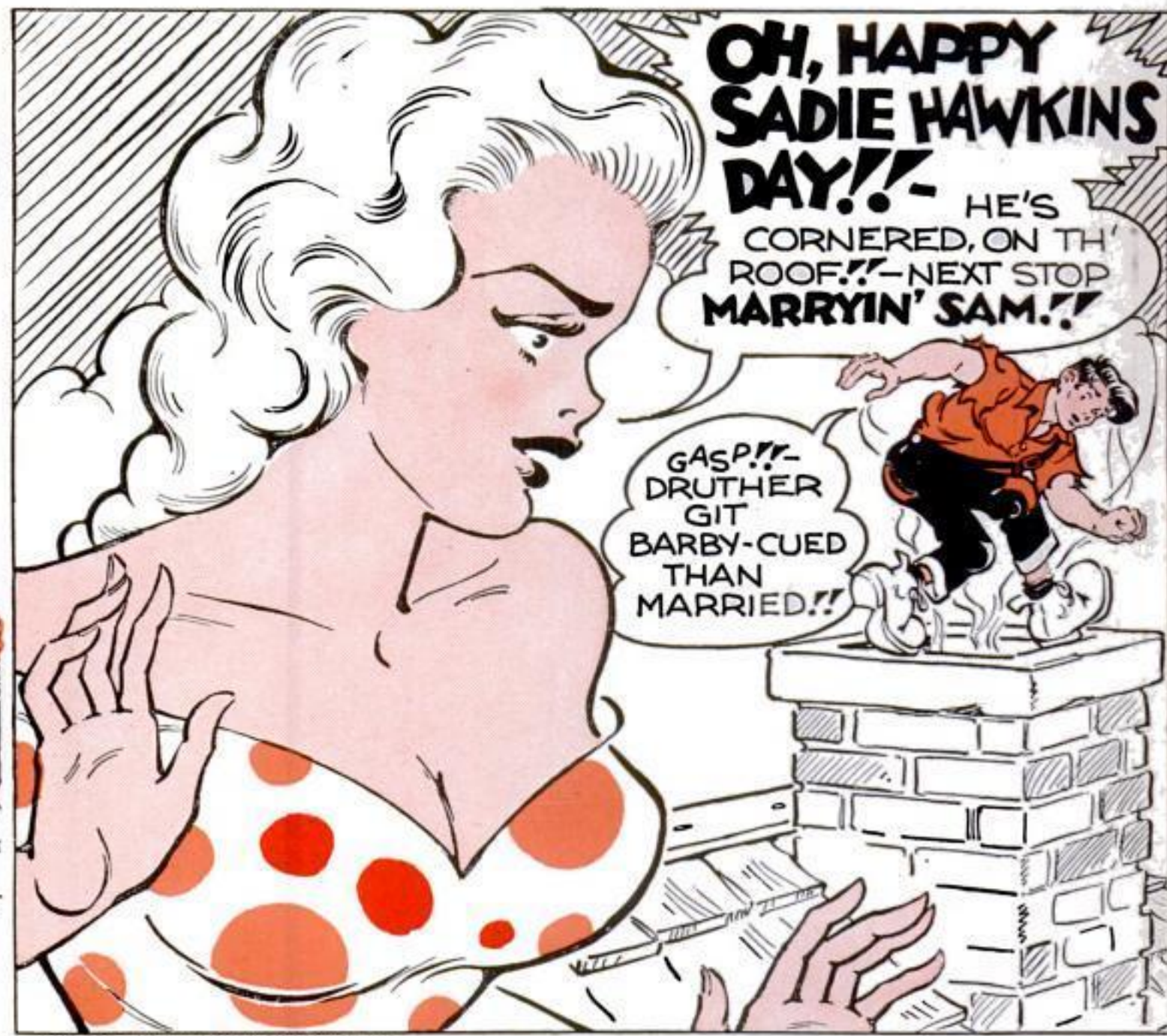
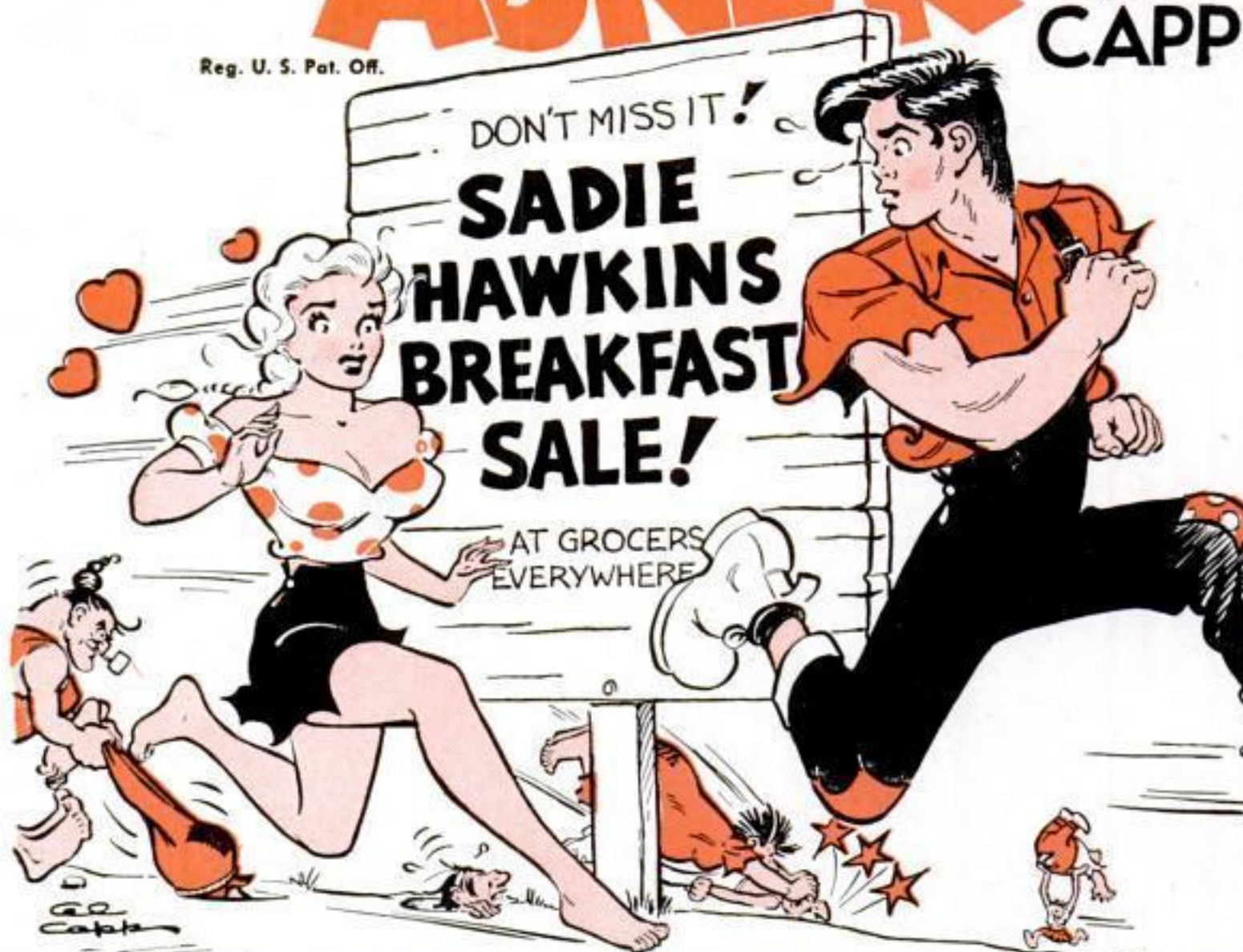
BRUSH TEETH WITH IPANA AND NOTE THE LIVELIER TASTE AND TINGLE AS IPANA'S ACTIVE SPARKLING FOAM GOES TO WORK...



NOW YOUR OWN TASTE TELLS YOU YOUR WHOLE MOUTH IS CLEANER, SWEETER, SPARKLING. NO "TELL-TALE MOUTH" FOR YOU!

LI'L ABNER by AL CAPP

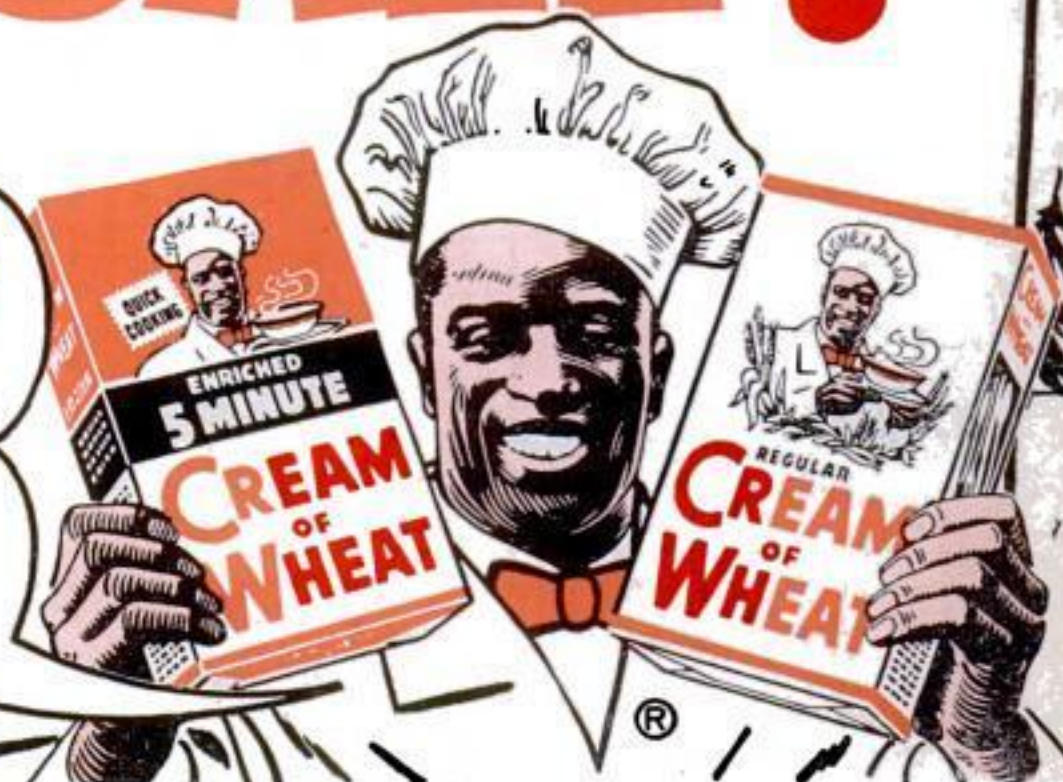
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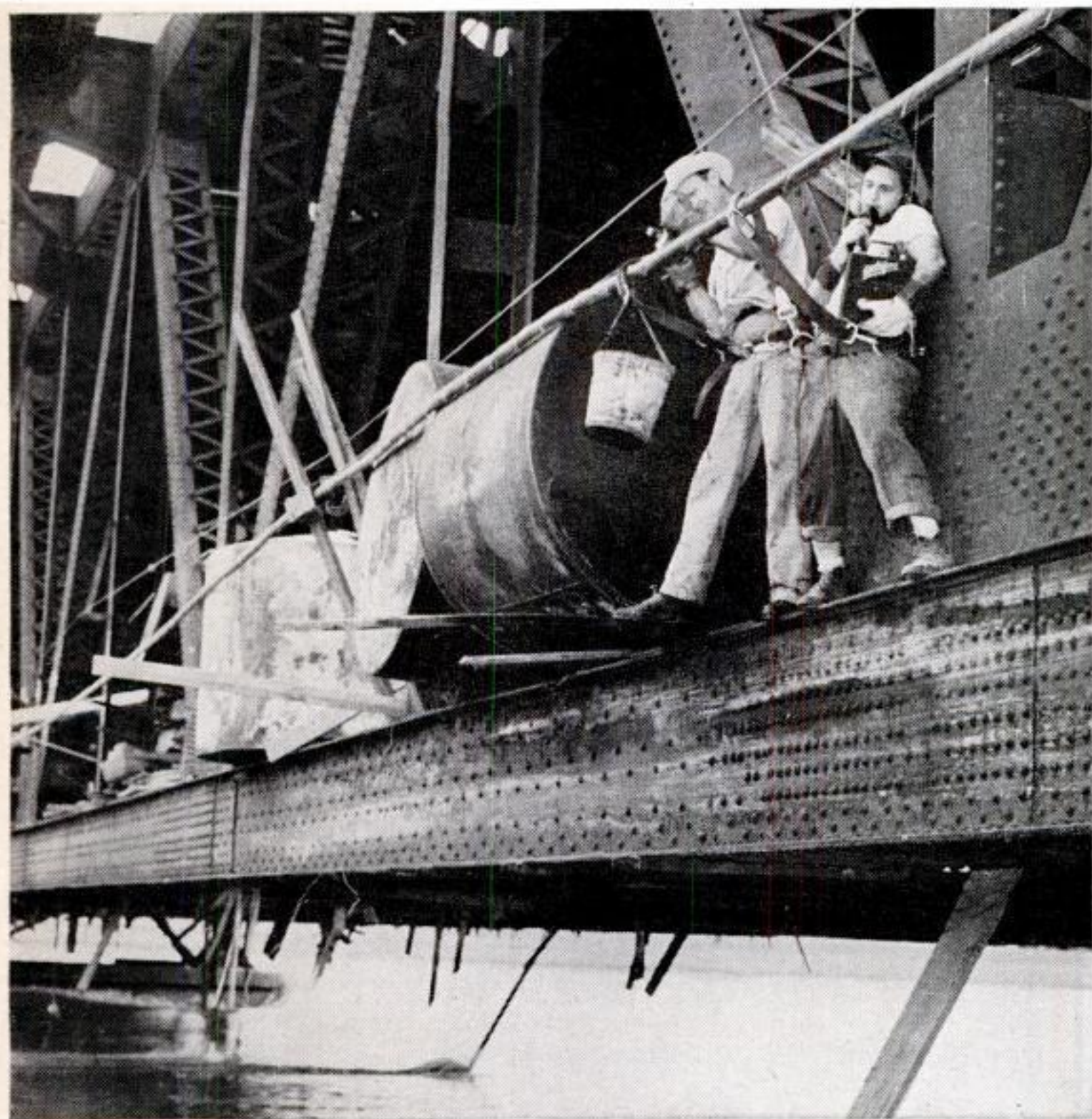


GALS! RUSH TO YORE GROCER'S FO' TH' BIG
SADIE HAWKINS
BREAKFAST SALE!

FEATURIN' "MATE-BAIT"
 SPECIALS MEN JES'
 CAIN'T RESIST !!

GET THAT
"CREAM OF WHEAT"
FEELING
 -AND GET YOUR
 MAN!!





Above the Flooded River. Poised a few feet above the swirling flood, a telephone repairman tests a cable on a bridge between Kansas City, Kansas, and Kansas City, Missouri, while his companion uses a walkie-talkie to co-ordinate repair work. In other places, telephone men were forced to take to boats.



Meeting the Emergency. Telephone people not only worked valiantly to restore service but to keep it going. Dikes of sandbags were thrown around telephone offices. Switchboards raised above rising waters. Emergency power plants set up. Mobile radio telephones rushed to towns where telephone offices were washed out.

FIGHTING THE NATION'S COSTLIEST FLOOD

From the flooded sections of Missouri, Kansas and Oklahoma have come stories of the loyalty, skill and courage of telephone people in one of the Nation's worst floods.

Many returned from vacations to help. In one town, a single radio appeal for former operators brought twice as many as were needed. Hundreds of trained telephone people from other states were rushed to the scene to help their fellow workers.

Once again the Western Electric Company — the Bell System's manufacturing and supply unit

— proved its value in an emergency. By plane, fast freight and truck it rushed millions of feet of cable and wire, telephones, switchboards and other needed equipment.

No one can tell when or where such emergencies will occur, but the Bell System has to be ready and able to handle them when they happen. That means financially able as well as physically able.

This points up again that it takes a financially strong telephone company, with a strong supply organization like Western Electric, to give the Nation the service it requires.

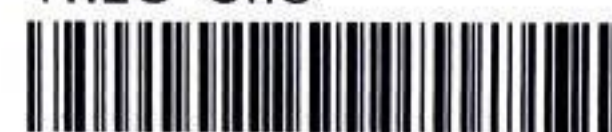


Flying to the Flood Front. Part of one hundred Long Distance operators who were flown from New York, Louisville and Chicago to Kansas City, Missouri, where a flood of calls followed the flood of waters. With traditional Bell System teamwork, they pitched in to help their fellow workers at the switchboards in the stricken areas.



BELL TELEPHONE SYSTEM

This One



TEKQ-7Q4-DWAB

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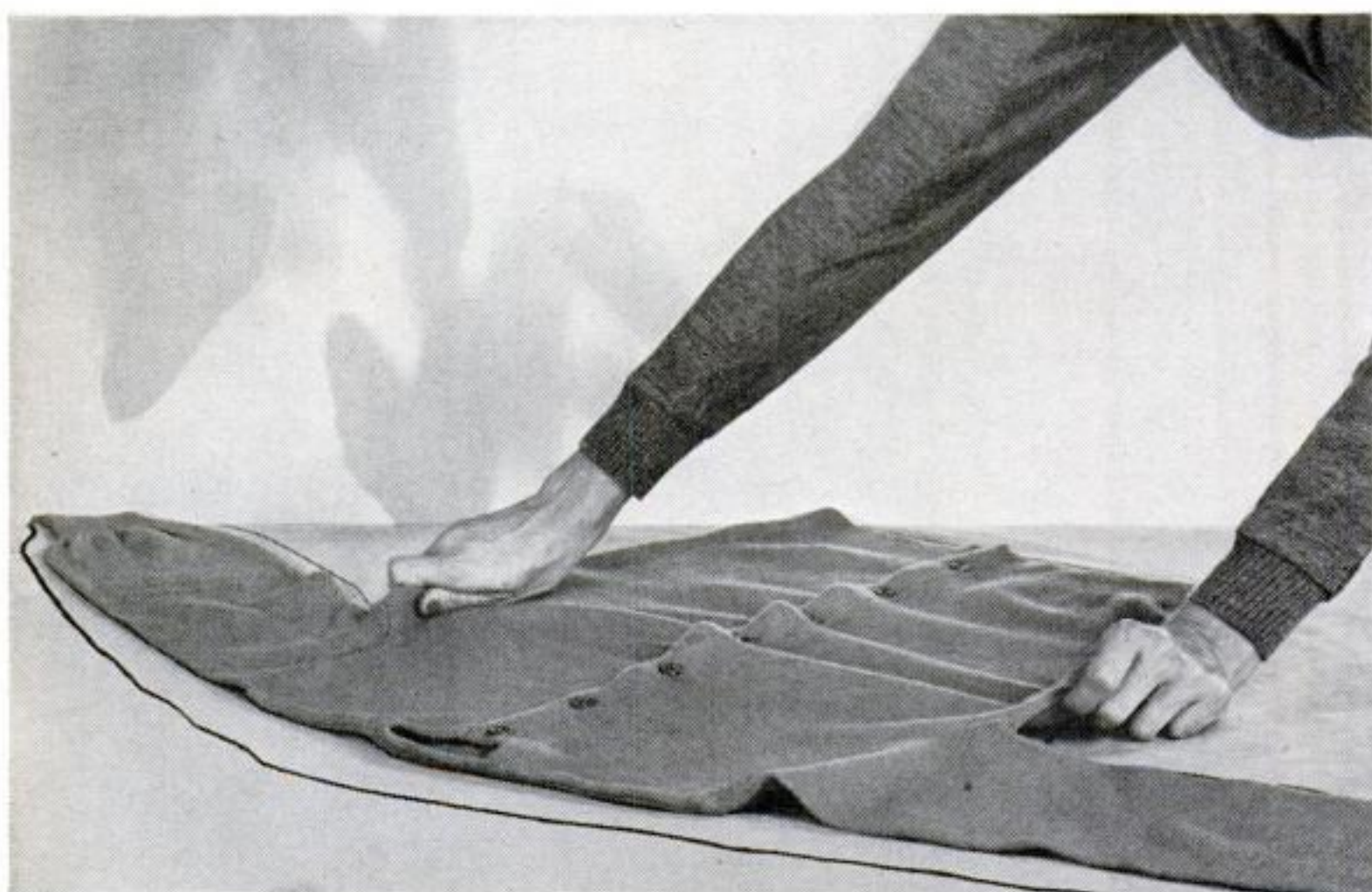
Avoid these fusses of old-fashioned sweater washing!



1 No more measuring!



2 No more making patterns!



3 No more pulling back to size!



4 No more stretching over frames!

**"Sanforlan"-labeled sweaters are
as easy to wash as a pair of nylons**

If you've ever struggled to bring a wool sweater back to its original size after you've washed it—you'll love "Sanforlan"!

For "Sanforlan"-labeled sweaters won't mat or felt... won't shrink out of fit! And they always keep that soft, new look. Just suds—rinse—and lay flat! "Sanforlan" sweaters save you all the fuss and uncertainty of old-fashioned sweater washing!

LOOK FOR THIS LABEL
on sweaters and other woolen garments.



Brought to you by the "Sanforized" people... Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforlan" only on woolen articles which have been treated by procedures approved by this company and which meet its rigid requirements. When washed in accordance with recommended procedures for wool, garments bearing the trade-mark "Sanforlan" will not mat, felt, or shrink out of fit.

Nearly
two million
families
rely on the



Wakes you to music
right on the dot!

How wonderful—your G-E lulls
you to sleep, then wakes you
the next morning to sweet music
instead of a jangling alarm.



Turns itself off
after you go to sleep!

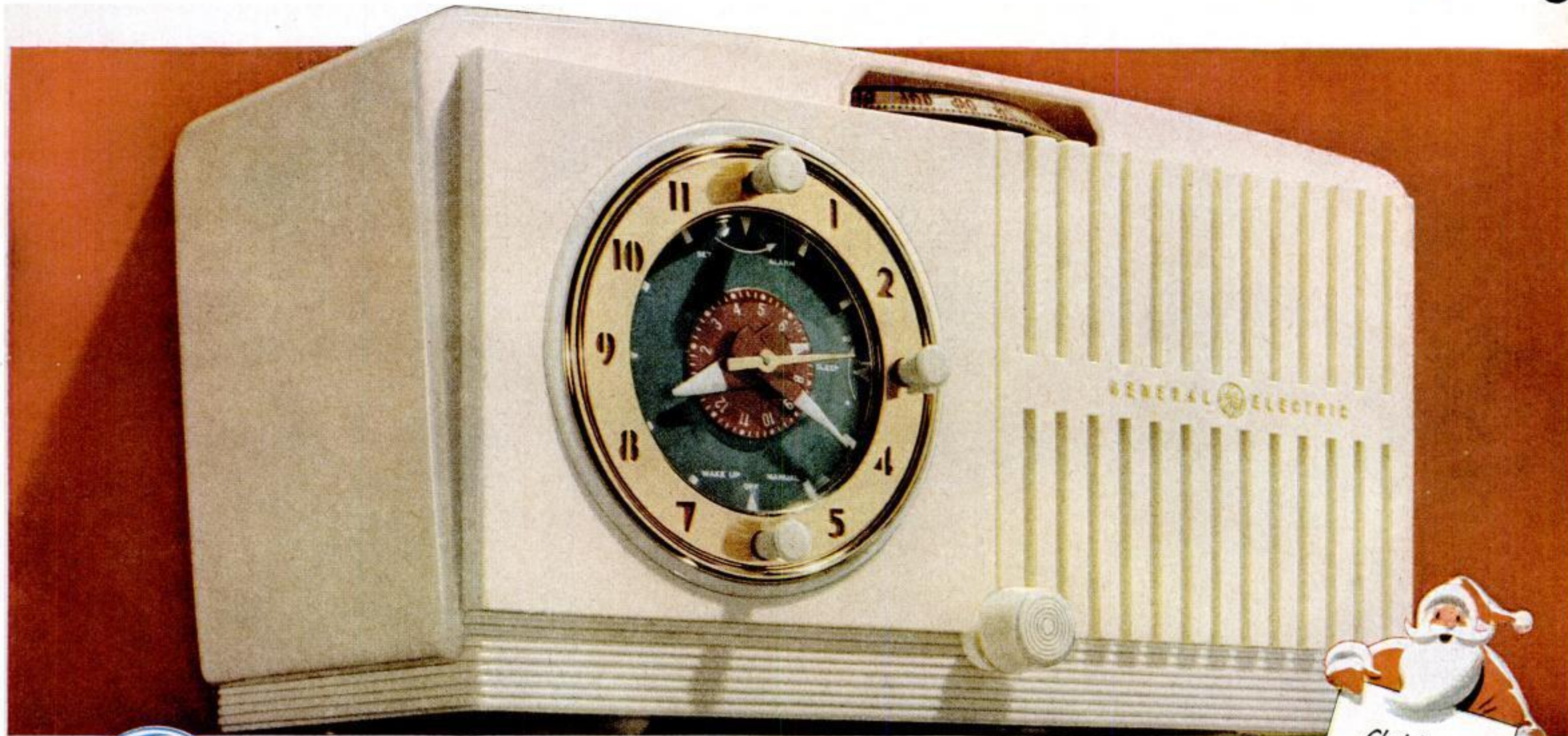
No more worry about falling
asleep and leaving the radio on
all night! It turns itself off.
Even tells time in the dark.



Turns appliances
on or off!

Starts your coffee maker, turns
on a television set and many elec-
tric appliances, automatically!
Its many uses amaze you!

WORLD'S MOST USEFUL RADIO!



CLOCK-RADIO

HERE'S the radio that says "Good Morn-
ing" with music and coffee. It's America's
most popular clock-radio—outselling all other
makes *combined*! Ideal for everyone, every day.
In 4 beautiful colors—alabaster ivory, Congo
brown, Persian red or porcelain white. All at
the same low price! Model 516, above.

New super-powered G-E Clock-Radio.
Model 535, right. Most powerful of them all—
gets distant stations sharp and clear. All auto-
matic features. Rich cordovan plastic cabinet.

General Electric Co., Electronics Park, Syracuse, N. Y.

G-E Clock-Radios start at \$29.95. Subject to change without notice,
slightly higher West and South.



You can put your confidence in—

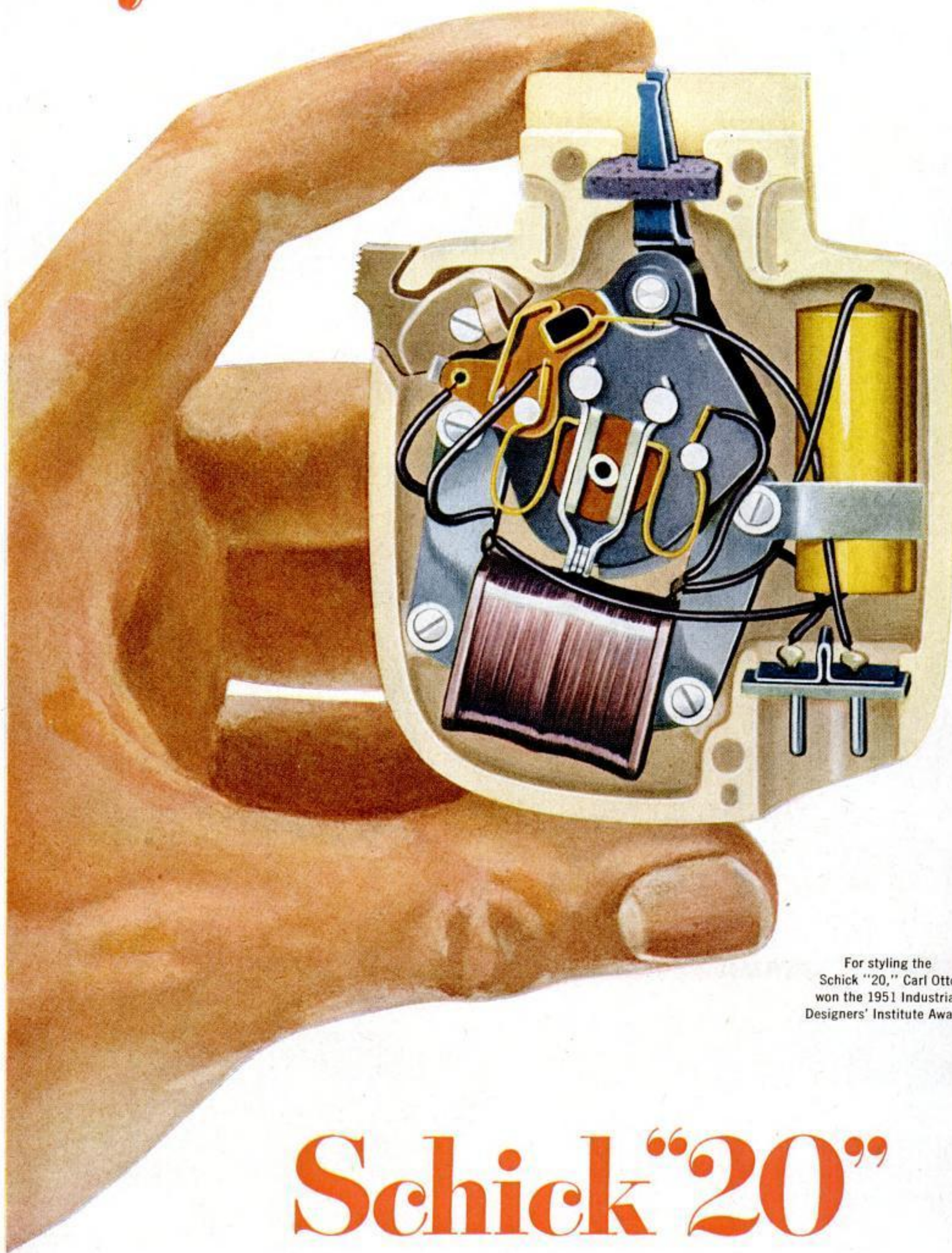
GENERAL  ELECTRIC

© 1951, General Electric Co., Syracuse, N. Y.

Mightiest motor of its size to conquer any beard



We Check Our Motors at 8500 R. P. M.—better than double the r.p.m. at which automotive horsepower is rated. This powerhouse is a real rotary motor—most powerful Schick ever built. Smooth. Quiet. Precision-built. AC or DC.



For styling the Schick "20," Carl Otto won the 1951 Industrial Designers' Institute Award.

Schick "20"

**MORE MEN USE SCHICK ELECTRIC SHAVERS
THAN ANY OTHER MAKE**

--better-built for closer shaves

See Rudolph Halley in "Crime Syndicated,"
Schick's Big New Weekly TV Show



Even the Caddie Case Makes Shaving Easier

Here's the holder that sits on your shelf—with the "20" always ready for action. When you finish shaving, just park your "20" back in the case. No muss, no fuss, no cleaning up, no washing down. Handy for traveling, too.



Smart girls want the best . . .

Of course, you choose clothes that bring out your best points . . . whether it's a dinner date or a day at the office.

Why not take the same angle towards your office typewriter?

Decide on the new Royal Electric. It brings out your best points as an up-and-coming secretary. It was designed with you in mind.

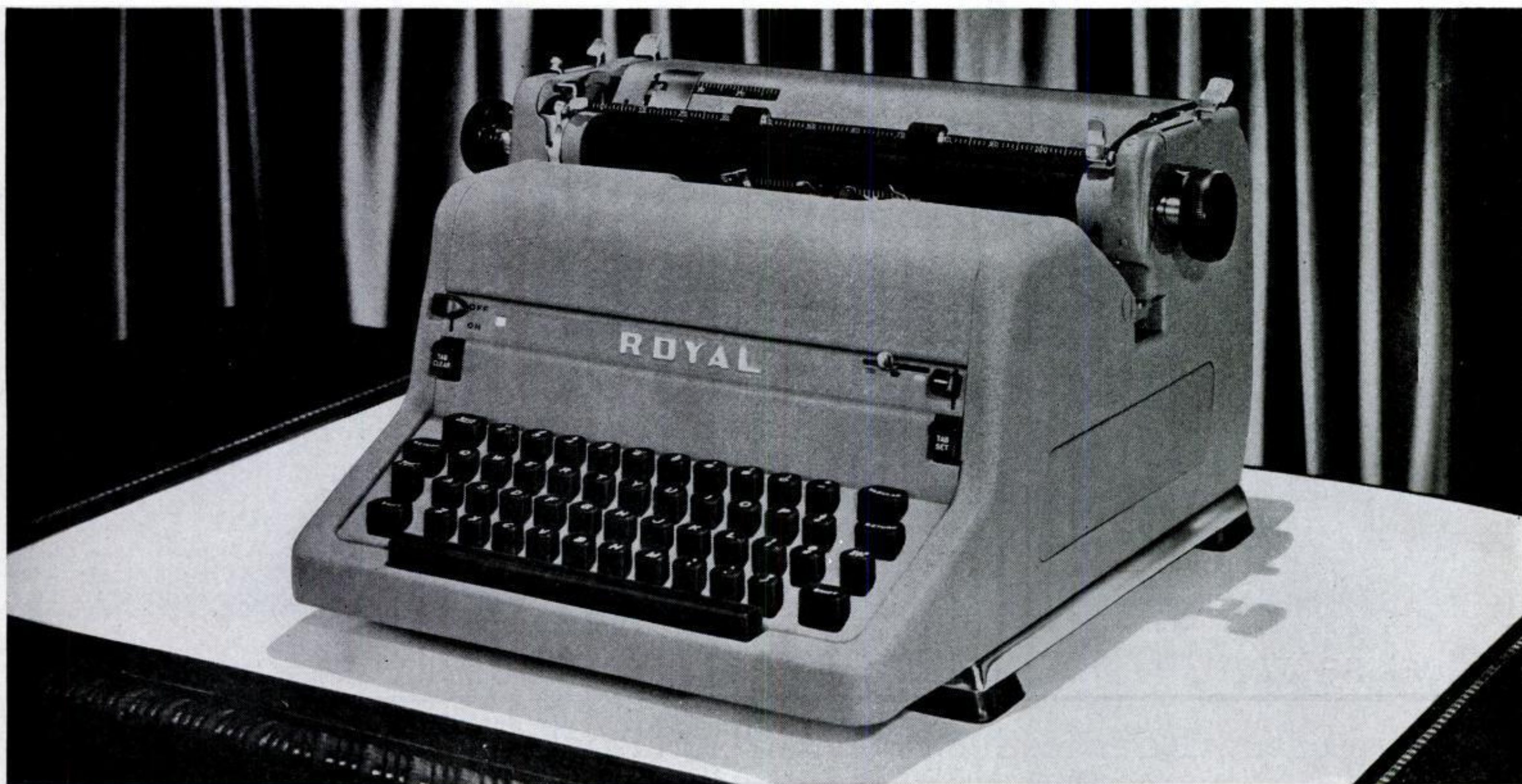
The Royal Electric Typewriter is newly designed throughout, so that electricity does the work for you! Tension and fatigue are well-nigh banished . . . and you *feel* better and *look* better, when five o'clock rolls around.

And what a joy to operate! The controls are in the same positions as on your favorite Royal Standard Typewriter. There's virtually no "change-over" problem. What a break to be on familiar ground.

Now, you ask, how about the work? It pours out . . . literally. As many as 20 carbon copies, too. Your letters sparkle with a crisp clarity that does you credit. Heavy-duty work is delivered with remarkable speed and efficiency.

Exclusive "Touch Control" allows you to adjust the touch to give you the "feel" you prefer. Exclusive "Magic" Margin permits instant, automatic margin setting.

The Royal Electric is *your* typewriter . . . because of its many exclusive features . . . because it was designed with *you* in mind. So—choose the finest. Choose Royal.



ROYAL Electric Typewriter

ELECTRIC • PORTABLE • STANDARD

**Made by the world's largest
manufacturer of typewriters**

"Magic" and "Touch Control" are registered trade-marks of Royal Typewriter Company, Inc.

MAIL COUPON NOW

Royal Typewriter Co., Inc., Dept. N13
2 Park Ave., New York 16, N. Y.

I would like a free copy of the brochure, "Picture of Progress," describing the Royal Electric.

NAME

COMPANY

STREET

CITY STATE





Pepsodent's Patented ORAL DETERGENT brings

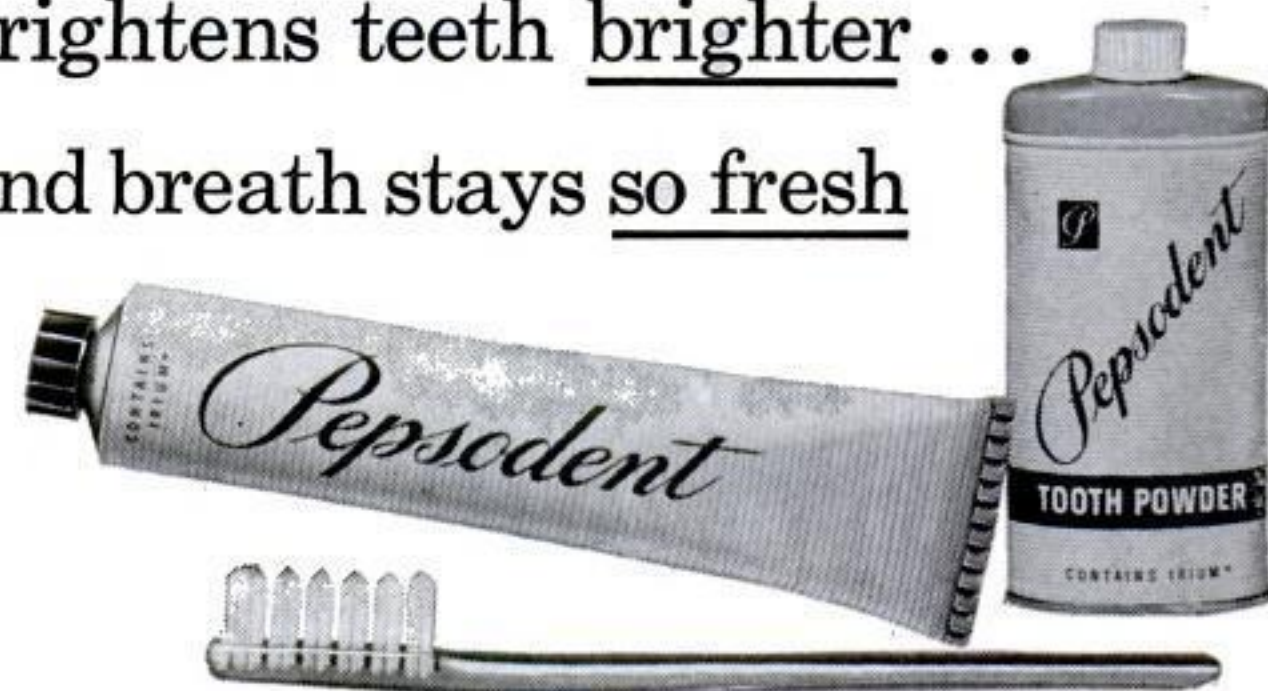
CLEAN MOUTH TASTE for hours!



BECAUSE Pepsodent Tooth Paste now cleans with Oral Detergent—not soap—it cleans your teeth so clean, your whole mouth stays cool and refreshed for hours!



Because gentle ORAL DETERGENT works where brush can't reach
now Pepsodent cleans teeth cleaner  ...Brightens teeth brighter...
 Fights decay better!  Mouth tastes so cool and breath stays so fresh
 the clean mouth taste lasts hours—your proof
 of how well Oral Detergent works!



Pepsodent—the tooth-and-breath paste

Valuable gift offer
 if you buy now!
 Limited time only
 at stores every-
 where.

Today...
tonight...
tomorrow!

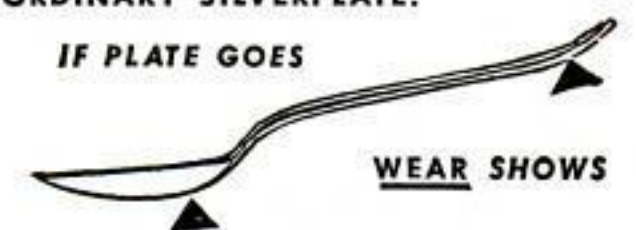
TODAY! what better time than now to decide on the beautiful Holmes & Edwards pattern you've always wanted! Priced for today at \$8.50—a 6-piece place setting . . . \$74.95 for a complete 52-piece service for 8.

TONIGHT! a complete Holmes & Edwards service gleaming on your table . . . because your dealer's Club Plan makes it so easy to take it home immediately.

TOMORROW! and ever after! The incomparable satisfaction of owning the loveliest and the finest of all silverplate—superior to all other kinds because it is Sterling Inlaid.

ORDINARY SILVERPLATE:

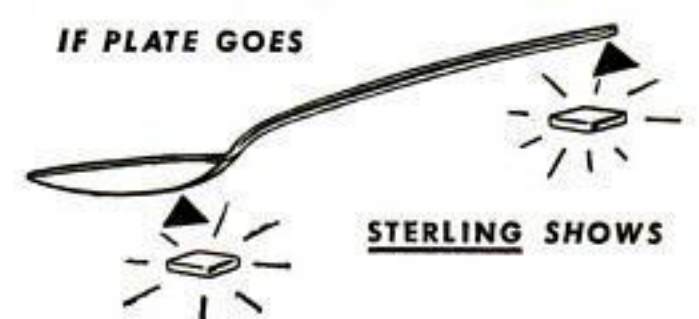
IF PLATE GOES



WEAR SHOWS

STERLING INLAID* SILVERPLATE:

IF PLATE GOES



STERLING SHOWS

*Most-used spoons and forks are Sterling Inlaid with two blocks of Sterling Silver at points where they rest on the table. Thus, should wear occur, there's Sterling underneath.

The loveliest patterns of all...

NEW
May Queen

DANISH PRINCESS★

LOVELY LADY

SPRING GARDEN

HOLMES & EDWARDS Sterling Inlaid[®] Silverplate

COPYRIGHT 1951, THE INTERNATIONAL SILVER CO., HOLMES & EDWARDS DIVISION, MERIDEN, CONN. REG. U. S. PAT. OFF.

★ ALL PATTERNS MADE IN U. S. A.

Got that way



'cause I love PEP



the "BUILD UP" wheat cereal

Kellogg's PEP with milk provides one of the most complete foods you can serve. Along with the food value of whole wheat flakes and milk, you get

These Important Vitamin Values
A full day's needs of Sunshine Vitamin D in every one-ounce bowlful—AND—more Vitamin B₁ than any other

leading brand of wheat flakes! Because of these "builder-upper" food values, food experts call it "the mighty ounce"!

Now Made Better Tasting!

Kellogg's "Protec" process brings you crisp freshness *never before possible* in wheat flakes. You've never tasted such *fresh-flavored* wheat flakes—and no other keeps so *crisp*! Treat your family to Kellogg's PEP!



Freshness Insured by Kellogg's exclusive "PROTEC" process!

WE'VE TRIED 'EM ALL!
NO OTHER FLAKES
TASTE SO CRISP 'N
FRESH!



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You need not inhale



LEE J. COBB
Star of
Stage and Screen

Taste that satisfying fragrance
...whiff that soul-warming
aroma... and you'll know
why you need not inhale—

to enjoy a cigar



GET SOME TODAY!

CIGAR INSTITUTE OF AMERICA, INC.

To Relieve
Misery of
COLDS
take 666
LIQUID OR TABLETS - SAME FAST RELIEF

for an easier... speedier

looking glass shine



LANOLIZE
YOUR SHOES
WITH

ESQUIRE BOOT POLISH

Product of Knomark Mfg. Co., Inc., Brooklyn, N.Y.

"I made the big play at the Army game!"

"Jim and I had been dating ever since his Cadet days at West Point. But he always treated me like a little sister. So when he invited me, recently, to go back for a big football week-end, I thought, 'Nancy, this is your chance to make the big play for him!' And here's what happened . . .



"We watched the game in a freezing rain. But I didn't complain about the cold! Jim held my hands to keep them warm, and I had my Jergens Lotion to soften them up for the dance at night. Jergens Lotion is a blessing in this weather . . .



"When we went sight-seeing, the river breezes were sharp and cutting. I was kind of glad, because Jim had to hold me close so I wouldn't shiver, and I knew Jergens Lotion could smooth my chapped skin in a jiffy."



Jergens Lotion is wonderful for rough, chapped skin. It doesn't just coat hands with a film of oil. It softens because it penetrates upper layers of dry, rough skin and furnishes softening moisture it needs . . .



"At the dance that night, Jim kept kissing my cheek. (Thank goodness for Jergens Lotion, I thought.) 'You're such a softie', he whispered, 'do you think you could take the rough grind of an Army wife?'"



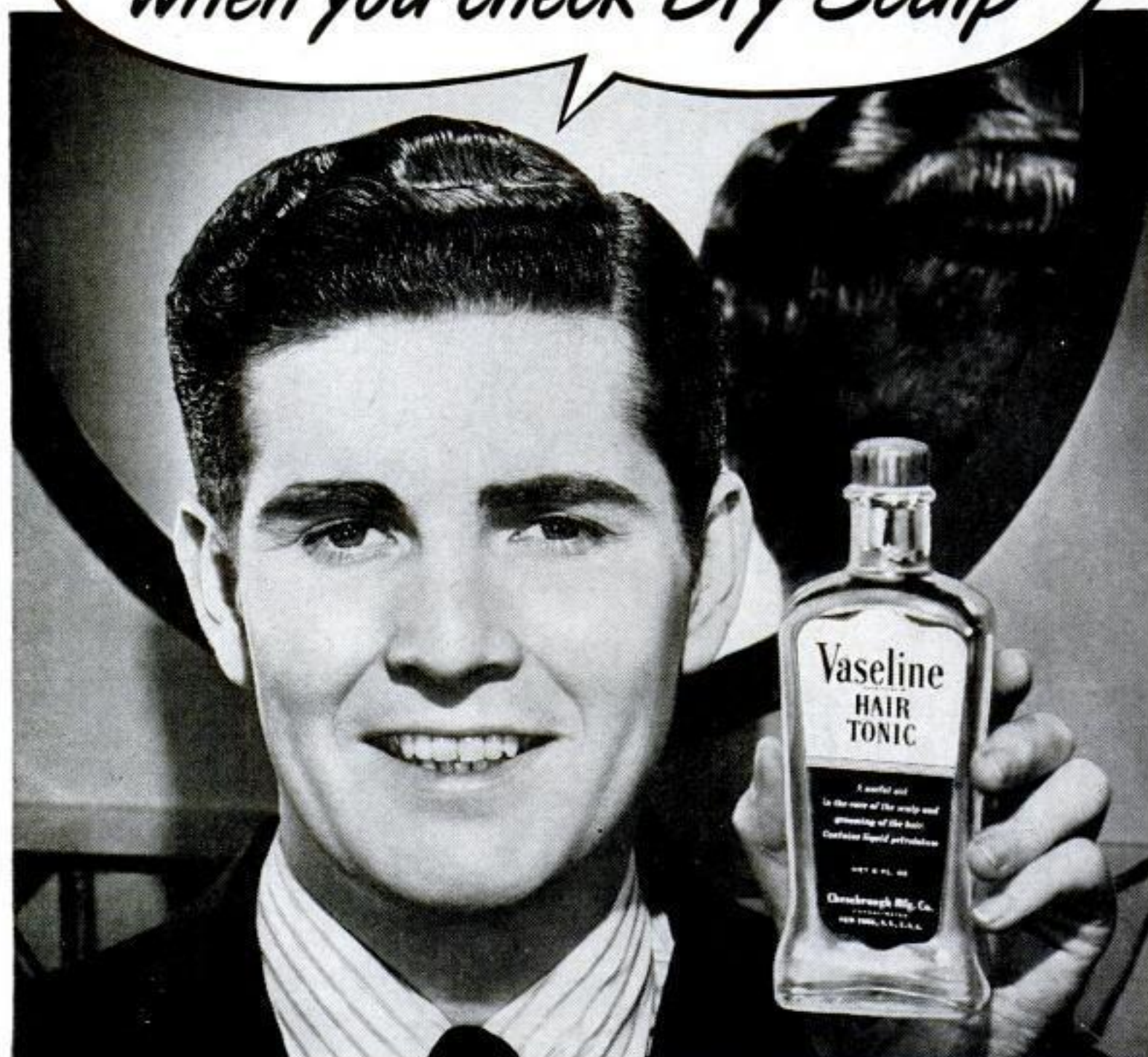
Try smoothing Jergens Lotion on your face and arms, and all over after bathing. You'll see why more women use Jergens Lotion than any other hand care in the world. It's still only 10¢ to \$1, plus tax.

oh-oh, Dry Scalp!



"JEFF ALWAYS HITS the headpin just right, but he'll never make a hit with that head of unruly hair. He's got all the signs of Dry Scalp. Dull, hard-to-manage hair . . . and loose dandruff, too. He'll bowl 'em over, though, when he starts using 'Vaseline' Hair Tonic . . ."

*Hair looks better...
scalp feels better...
when you check Dry Scalp*



GREAT WAY to start your day! A few drops of 'Vaseline' Hair Tonic a day work wonders. It checks loose dandruff and those other annoying signs of Dry Scalp because it supplements the natural scalp oils . . . gives your hair that handsome, natural look. Contains no alcohol or other drying ingredients . . . and it's economical, too.

Vaseline HAIR TONIC

TRADE MARK ®

VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cons'd

LETTERS TO THE EDITORS

THE FORRESTAL DIARIES

Sirs:

Orchids to Ernest Havemann for his handling of "The Forrestal Diaries" (LIFE, Oct. 15). May all of us try to the limit of our abilities to understand what this genuinely great American thought of the world in which we live today.

REID GULLATT

Augusta, Ga.

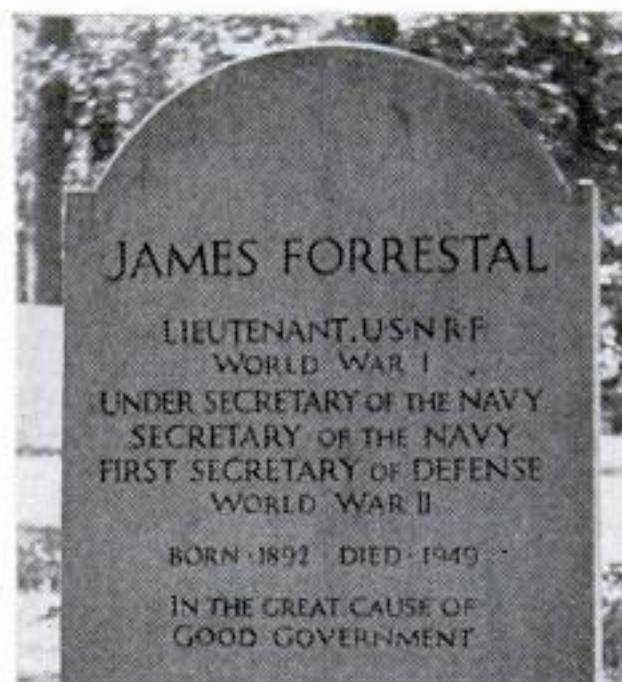
Sirs:

You state Forrestal's grave marker reads simply "James Forrestal, Lt., U.S.N.," his rank in World War I.

The small headstone was removed some time ago. In its place there is now this stone.

CARSON C. HATHAWAY

Silver Spring, Md.



FORRESTAL'S GRAVE

Sirs:

What was the quotation from the book of poetry Forrestal left open when he committed suicide?

MRS. J. W. CHAMBERS

Moundsville, W. Va.

● The poem was Winthrop Mackworth Praed's translation of Sophocles' solemn chorus from *Ajax*:
*Fair Salamis, the billows' roar
Wanders around thee yet,
And sailors gaze upon the shore
Firm in the Ocean set.
Thy son is in a foreign clime
Where Ida feeds her countless flocks,
Far from thy dear, remembered rocks,
Worn by the waste of time—
Comfortless, nameless, hopeless,—save
In the dark prospect of the yawning grave. . . .
Woe to the mother in her close of day,
Woe to her desolate heart and temples gray,
When she shall hear
Her loved one's story whispered in her ear!
"Woe, woe!" will be the cry—
No quiet murmur like the tremulous wail
Of the lone bird, the querulous nightingale. . . .—ED.*

MARY GOES TO COLLEGE

Sirs:

My undergraduate days at Wellesley ended in 1940, but everything in "Mary Goes to College" (LIFE, Oct. 15) still rings true. Your writer has caught some of the little things that help to make Wellesley the really great college that it is.

BARBARA SCOTT CRAWFORD

Erie, Pa.

CONTINUED ON PAGE 15



you'll be happy!

No waiting for
"place settings." In Community*
Silverplate at only \$55.75 you get
a dinner service for *eight* places all
at once—to enjoy for life!



you'll be grateful

to the jeweler who
tells you about Community's
lifetime "Overlay" of solid silver
and Community's handsome
anti-tarnish chest.



you'll be thankful

for keeps . . . if you
turn to the Community color page
in this very magazine. Pick your
pattern now—any one of
Community's four first favorites.

Community
THE FINEST SILVERPLATE
*Trademark of Oneida Ltd. Copyright 1951, Oneida Ltd.

Please—

don't ruin the crispness of your canapés with the wrong cracker!

You've made them *look* so wonderful. And—when you use RITZ CRACKERS—you can be sure they'll live up to their luscious looks in *taste* and *crispness*. For RITZ CRACKERS *stay* so crunchy under the softest toppings. Only RITZ CRACKERS have the tang that livens every canapé spread—every soup, salad or beverage. Just taste—you'll be pleased.



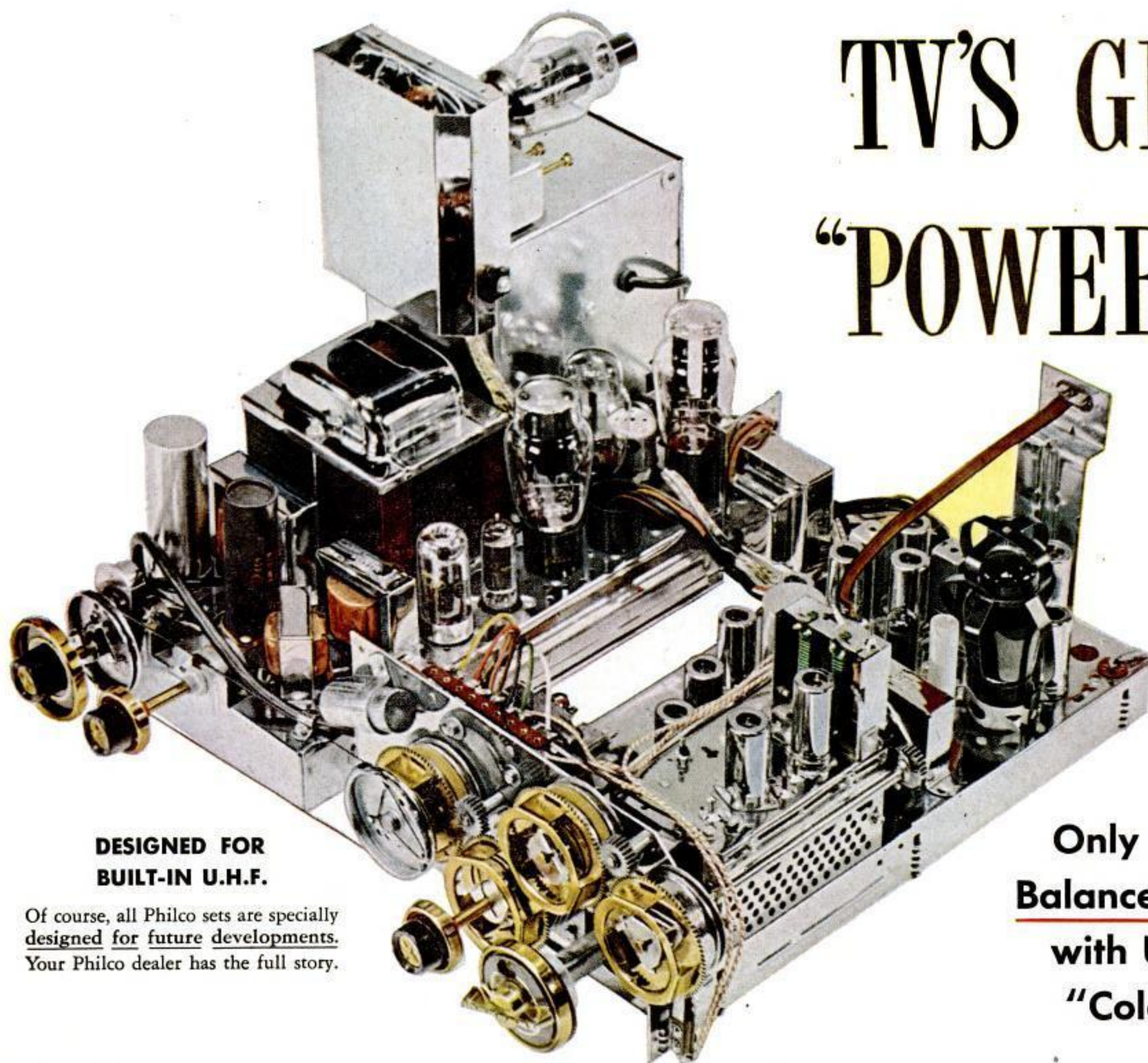
Remember

it pays to buy "Ritz"—because

"Nothing tastes as good as RITZ—but **RITZ!**"

What makes Philco tops in Performance?

TV'S GREATEST "POWER PLANT"!



DESIGNED FOR BUILT-IN U.H.F.

Of course, all Philco sets are specially designed for future developments. Your Philco dealer has the full story.

Only Philco has the
Balanced Beam Chassis
with Ultra-Sensitive
"Colorado" Tuner

Designed, Built and Powered for Fringe Area Reception

HERE'S extra power that builds up weak signals and transforms them into sharp big pictures. Crisp, honest, *True-Focus* pictures—clearest seen on any television screen.

Philco's power-packed Balanced Beam Chassis and super-sensitive "Colorado" Tuner are built for, and tested in, the nation's critical "fringe" areas. New Philco-designed tubes with gold-plated grids... new Philco-perfected power circuits... Philco's proud craftsmanship in electronics... have set new horizons in performance, in reliability and in *pleasure*.



NO BLUR...



NO SMEAR...



PHILCO TRUE-FOCUS

Every Philco model is brand new for '52! Here's value never before offered—performance never before approached—at prices which sweep away the last reason for any other choice but a Philco—powerhouse sensation of the TV industry! Don't settle for less!

TUNE IN! Philco Television Playhouse, NBC-TV Network
... Don McNeill's TV Club, ABC-TV Network.



• **MAGNIFICENT** home entertainment center—Philco's brilliant 2182-M. Rectangular 20-inch filter face gray tube, super-powered Balanced Beam Chassis, "Colorado" Tuner, True-Focus picture, Electronic Built-In Aerial. Automatic 3-speed record player, superb radio. Contemporary cabinet, on casters, of matched African Mahogany veneers. English bronze door pulls. Philco combinations, 17- to 20-inch screens: \$399.95 to \$800.00*.

*Tax included, warranty extra. Prices, subject to change, slightly higher in South and West.

PHILCO *Balanced Beam* TELEVISION

LET'S EAT!



**NO FEAR OF
ACID INDIGESTION,
HEARTBURN, NOW!**

Eat without fear of acid indigestion. Just take one or two Tums. Gas, heartburn, full feeling go fast. Tums neutralize excess acid, soothe and settle upset stomach. Tums do not over-alkalize or cause acid rebound. Cannot irritate delicate stomach or intestinal lining.



FOR THE TUMMY

✓ TRY ONE OR TWO TUMS AFTER BREAKFAST
SEE IF YOU DON'T FEEL BETTER



**19
HANDSOME
COLORS**

Whichever college campus it may be, the DORMS is a favorite... comfort combined with colorful styling.

For Name of Your
Nearest Dealer Write,

HIGHLAND KNITTING MILLS
PHILADELPHIA 6, PENNA.



LETTERS TO THE EDITORS

CONTINUED

Sirs:

My sincere congratulations to Mary Lloyd-Rees for her unusual intelligence and fine character in discouraging the Harvard "boys" who were trying to pick up freshmen.

I am glad to say I belong to a school where the men don't have to resort to such low tricks to get to know the girls.

HOWARD CEPURNEEK, '54

Massachusetts Institute
of Technology
Cambridge, Mass.

THE FLAG, SUH!

Sirs:

It seems those dear ladies of the Daughters of the Confederacy in "The Flag, Suh!" (LIFE, Oct. 15) might show how to salute "the flag" by not turning their backs on the flag of the United States. Theirs, too, by the way.

PEGGY O'LOUGHLIN

Monrovia, Calif.

Sirs:

There was more un-Americanism shown in the photograph of the Daughters of the Confederacy saluting the Confederate flag than has been turned up by Senator McCarthy in several months. One can readily respect the Southern viewpoint on the Confederacy of the 1860s, but such displays of sectionalism today are not only outmoded but disgusting to many Americans.

PAUL JACKSON

Hamilton, N.Y.

Sirs:

If displaying the flag of the Confederate States of America is a fad, it is one of the longest-lived fads in history, lasting some 90 years, from the time that Texas had the good sense to secede in 1861, to the present.

JOHN D. OSBURN

Dallas, Texas

ZSA ZSA

Sirs:

What prompted Zsa Zsa Gabor to wear the same earrings sister Eva wears as cover girl on LIFE, Feb. 6, 1950? Are they heirlooms?

LILLIAN MANETAS

Trenton, N.J.



EVA

ZSA ZSA

● Zsa Zsa's are heirlooms inherited from her grandmother. Eva's, copies of Zsa Zsa's, are on sale in mother Jolie Gabor's jewelry shop in New York City.—ED.

Sirs:

How do you pronounce Zsa Zsa?

NANCY HACK

Berkeley, Calif.

● Jah (as in maharajah) Jah.—ED.

CONTINUED ON PAGE 16

Smooth Shave?

Smooth You!



EARLY AMERICAN
Old Spice
®
FOR MEN

for that Top-of-the-World feeling

while shaving



SHAVING CREAM

Lather and Brushless

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AFTER SHAVE LOTION

1.00 plus tax

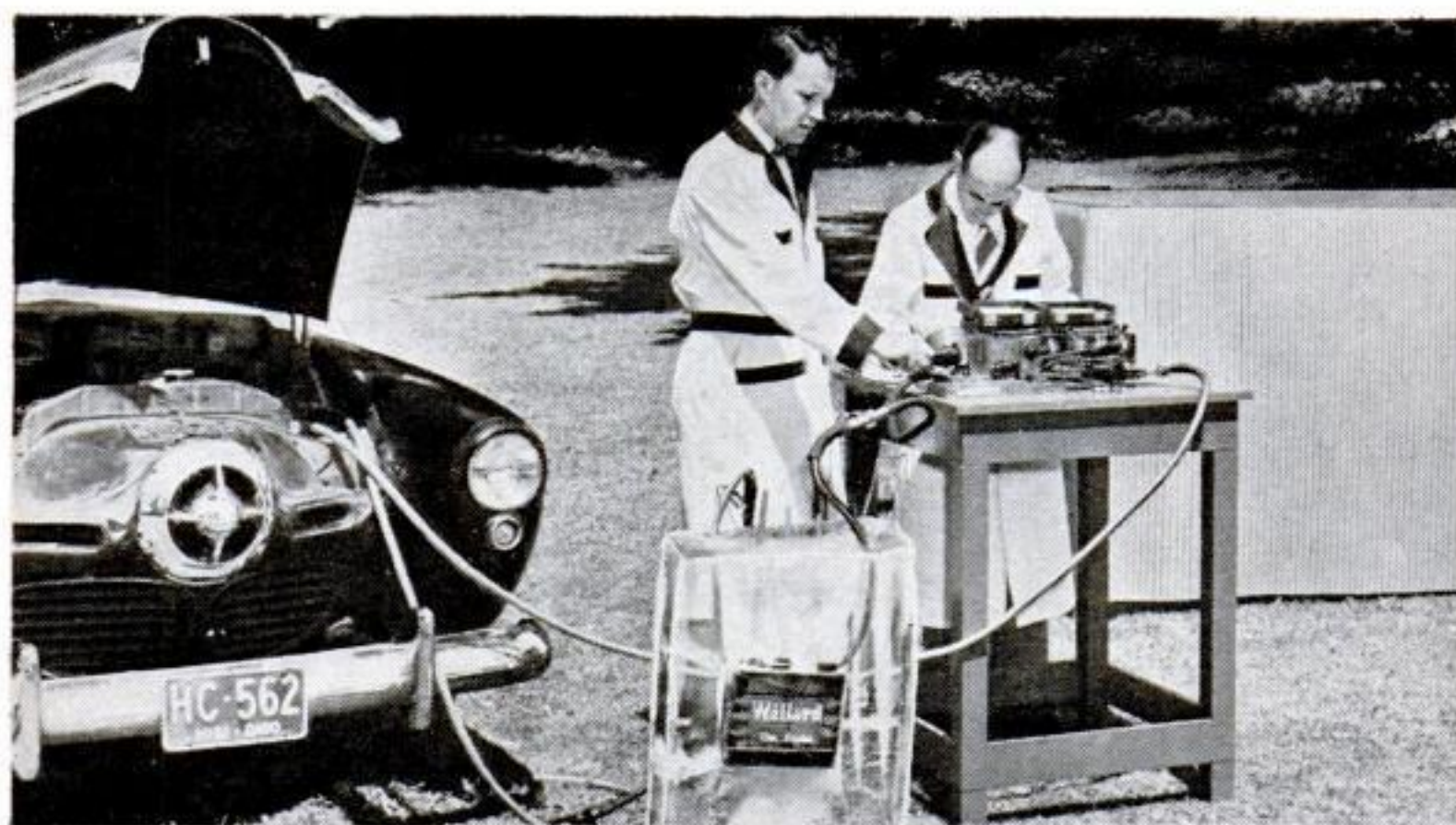
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SHULTON

New York

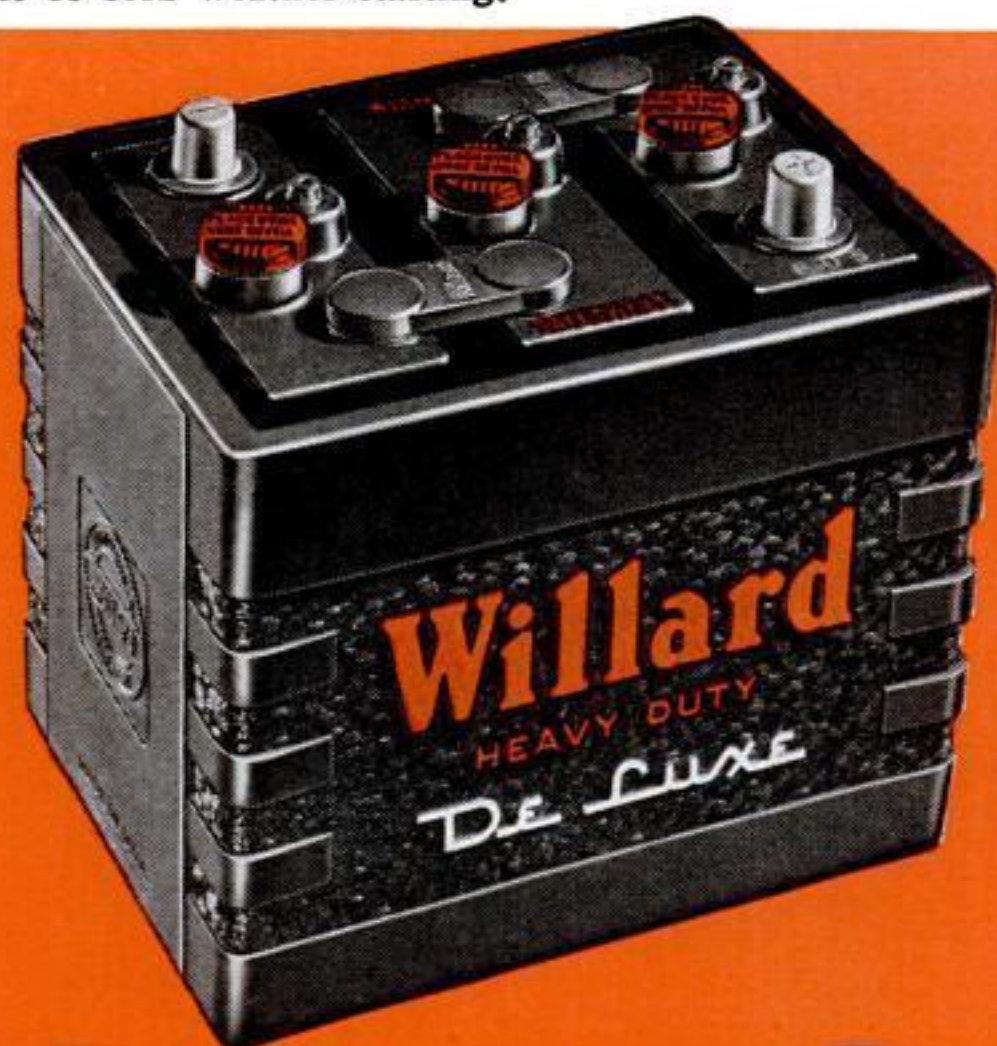
Toronto

NEW BATTERIES with NEW POWER



NEW PROOF

Frozen in a huge cake of ice, a Willard Heavy Duty DeLuxe Battery amazed 95 responsible witnesses by cranking a car for 12 minutes and 2 seconds. Then, after only two minutes for recuperation, this same battery cranked the same car for one minute and 26 seconds more to bring the total to 13 minutes and 28 seconds. How's this for proof of extra power for the coldest of cold weather starting!



Up to 56% More Starting Power at Zero!

New Container... Strength Where Strength is Needed Most!

New Sealing Compound Stands More Heat Stands More Cold!



A SIZE FOR ALL CARS AND MOST TRUCKS

The most powerful battery you can buy at a popular price today

Willard Heavy Duty DeLuxe

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LETTERS TO THE EDITORS

CONTINUED

Sirs:

Zsa Zsa Gabor advises women whose husbands travel with other women to "shoot him in the legs." One Los Angeles gal apparently followed Zsa Zsa's advice. The following is from the Los Angeles Examiner, Oct. 14:

"Jeffrey Goodwill, 24-year-old amateur weight lifter, was four hours late in returning home from his night shift job. He greeted his bride cheerfully: 'Hi, honey.' His bride of three months, Kathleen, 23, replied with a bullet that hit him in the right leg. 'I guess I shouldn't be so jealous and emotional,' she told the police, 'but that's the way I am.'"

JOE CRIDER JR.

Los Angeles, Calif.

BOY ON LEDGE

Sirs:

Under the picture "Boy on Ledge" (LIFE, Oct. 15) the caption ends "a bold stockbroker went out after him and pulled him back to safety."

The bold stockbroker was a football player on last year's Stanford Varsity—Bruce Van Alstyne, All-American Bill McColl's running mate at end. . . .

D. S. McMULLIN

Palo Alto, Calif.

SUBVERSIVE 3-YEAR-OLD

Sirs:

Having initiated the legislation on Jimmy ("Subversive 3-year-old Gets Admitted to the U.S.," LIFE, Oct. 15), I thought you might be interested in this additional information on the case.

On Sept. 25, Congressman Rankin objected to the passage of S.617, which would authorize Jimmy's entrance to the U.S. The following morning I dispatched a letter more fully explaining the background to Mr. Rankin and within half an hour Mr. Rankin called my office and stated he would be happy not only to withdraw his objections to S.617, but to assist in its passage and also S.1437, which was a similar bill.

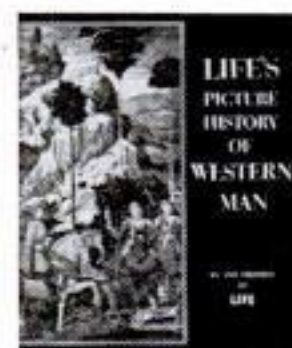
The bills were later called up on the unanimous consent calendar and no further objection was made.

Captain James R. Evans is expected to return to the U.S. shortly with his whole family.

WILLIAM F. KNOWLAND

Member, United States Senate
Washington, D.C.

CONTINUED ON PAGE 18



For our readers' convenience, the coupon below may be given to any bookseller or sent directly to LIFE, 9 Rockefeller Plaza, N. Y. 20, N. Y.

Please send me a copy of LIFE'S PICTURE HISTORY OF WESTERN MAN. Enclosed find check (or money-order) for \$10.00 (In Canada, \$12.50).

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HERE WE GO INTO WONDERLAND with *Welsh*



Dolly's CARRIAGES AND STROLLERS

LIKE THE WELSH for REAL BABIES



At All Leading Stores

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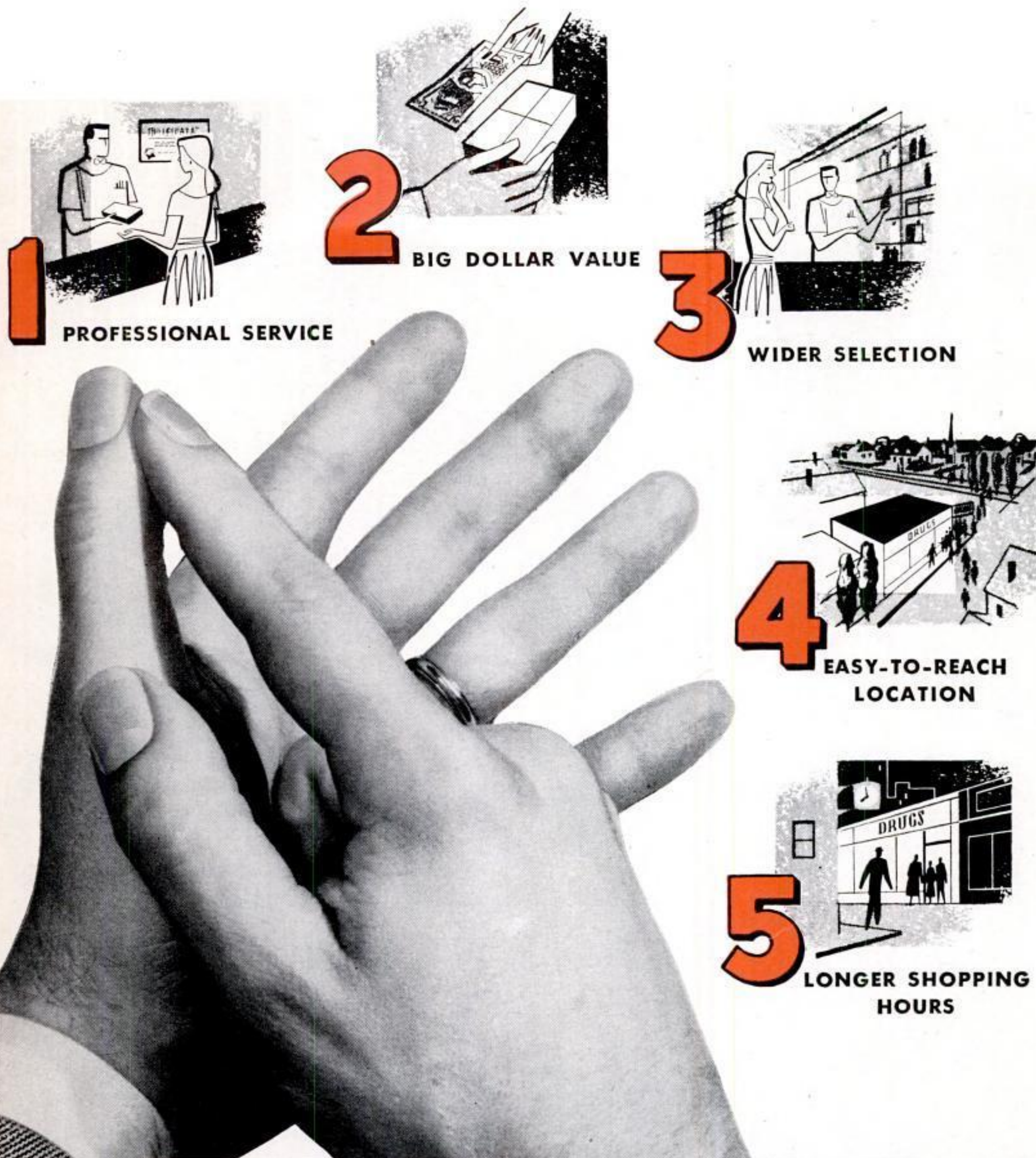
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WORLD'S LARGEST SELLING PEN OVER 50 MILLION SOLD

B-B Perma-Dri refills sold everywhere
B-B PEN COMPANY, INC., HOLLYWOOD, CALIF.

These extras count in your favor!



1 PROFESSIONAL SERVICE



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3 WIDER SELECTION



4 EASY-TO-REACH LOCATION



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YOUR DRUG STORE

**gives you all
these shopping
advantages!**

There are five good, solid reasons why America's millions prefer to buy at their drug store—

1. The professional knowledge of your druggist enables him to select the very best—the most effective products for your special use.

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"HERE ARE FOUR OF THE FINEST PRODUCTS IN MY STORE"—Your Druggist.



ALKA-SELTZER . . . Dissolve one or two tablets in water and take for fast relief from headaches! FIRST AID, too, for relief of acid indigestion, cold distress, muscular aches and pains! Always keep it handy!



LISTERINE TOOTH PASTE "Thrift-Pak" Today's biggest tooth paste value . . . 2 regular 45¢ tubes for only 59¢! Contains a month's supply for the average family of four. Ask for "Thrift-Pak."



ACE HARD RUBBER COMBS . . . comb smoother, last longer! Won't tear hair—scratch scalp or lose teeth easily. Many types to choose from; always ask for Ace Combs . . . in individual, sanitary boxes!



RICHARD HUDNUT Home Permanent. With this new, improved Home Permanent, you can have naturally carefree curls you can set and forget . . . even on rainy days! And your hair is always silky-soft and manageable!

This advertisement sponsored for the Druggists of America, leading drug manufacturers, and wholesalers by

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In **FATIMA** the Difference is **QUALITY**

—YET THEY COST NO MORE than
the cigarette you're now smoking



"I'm a stickler for real
quality in everything.
That's why I go for
these Extra-Mild
FATIMAS—they're
the top in flavor."

William Gayton

FAMOUS BROADWAY STAR

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BEST OF ALL KING-SIZE CIGARETTES

LETTERS TO THE EDITORS

CONTINUED

PICTURE OF THE WEEK

Sirs:

You show in Picture of the Week (LIFE, Oct. 15) a boulder situated at Joshua Tree, Calif. and call it "the world's largest boulder." The largest boulder in the world, which I first saw with utter amazement in 1886, is Stone Mountain, Ga. (shown below). It has 16 billion cubic feet of exposed granite, it is seven miles around the base and rises 700 feet above the surrounding plain.

JOHN SHERET

Meshoppen, Pa.



● A boulder is any rock larger than a cobblestone which is not attached to the ground. What Mr. Sheret saw in 1886 was not a boulder but a monadnock, a hill or mountain surrounded by a plain worn down by erosion.—ED.

BOTHERSOME BEARS

Sirs:

Having just spent a fascinating summer at Yellowstone National Park which included being chased by the bears, may I recommend to Mr. Littrell ("Big Bears Bother Barney," LIFE, Oct. 15) that he obtain several clocks with loud, startling alarms. We have found this to be the one and only absolutely effective method of discouraging bear company at hamburger fries.

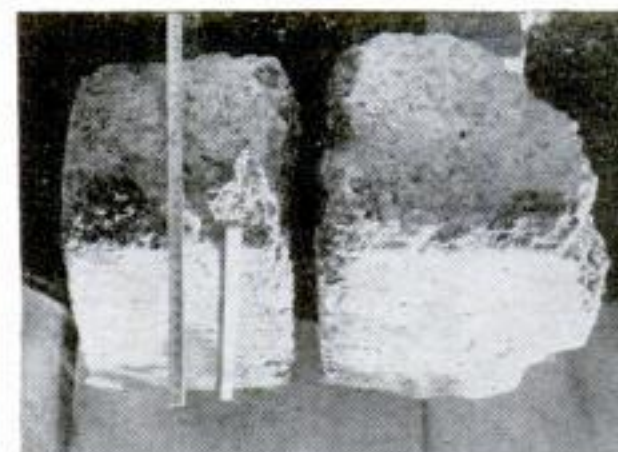
CONSTANCE STALLINGS

Oberlin, Ohio

IRRESISTIBLE BLOWTORCH

Sirs:

I thought you might be interested in the latest development of the "Irresistible Blowtorch" (LIFE, July 16). Pictured below is a one-ton block of concrete which was cut in half by this



torch. Incidentally, in an editorial comment in your "Letters to the Editors" (LIFE, Aug. 6) you stated Russell A. Miller and I jointly hold the patent for the torch. This is not quite accurate. The design in question is the work of two French scientists in 1949. What Mr. Miller and I hold is a joint disclosure of invention giving a method for cutting concrete.

A. V. GROSSE
President

Research Institute
of Temple University
Philadelphia, Pa.

CONTINUED ON PAGE 21

Guaranteed!
TO REMOVE
MORE DIRT
in LESS TIME

...or your
money back!



New
EUREKA "3 in 1"
WONDER CLEANER
with power-driven Floor Polisher



Our Guarantee!

USE THIS WONDER CLEANER IN YOUR HOME 10 DAYS. If you are not fully satisfied it removes more dirt from your rugs and carpets in less time and with less effort, your money will be gladly refunded.

PROVE IT YOURSELF!

Phone your EUREKA dealer for the 10-day Home Trial... or write us, and we'll gladly arrange for demonstration and trial. Drop us a card... today.



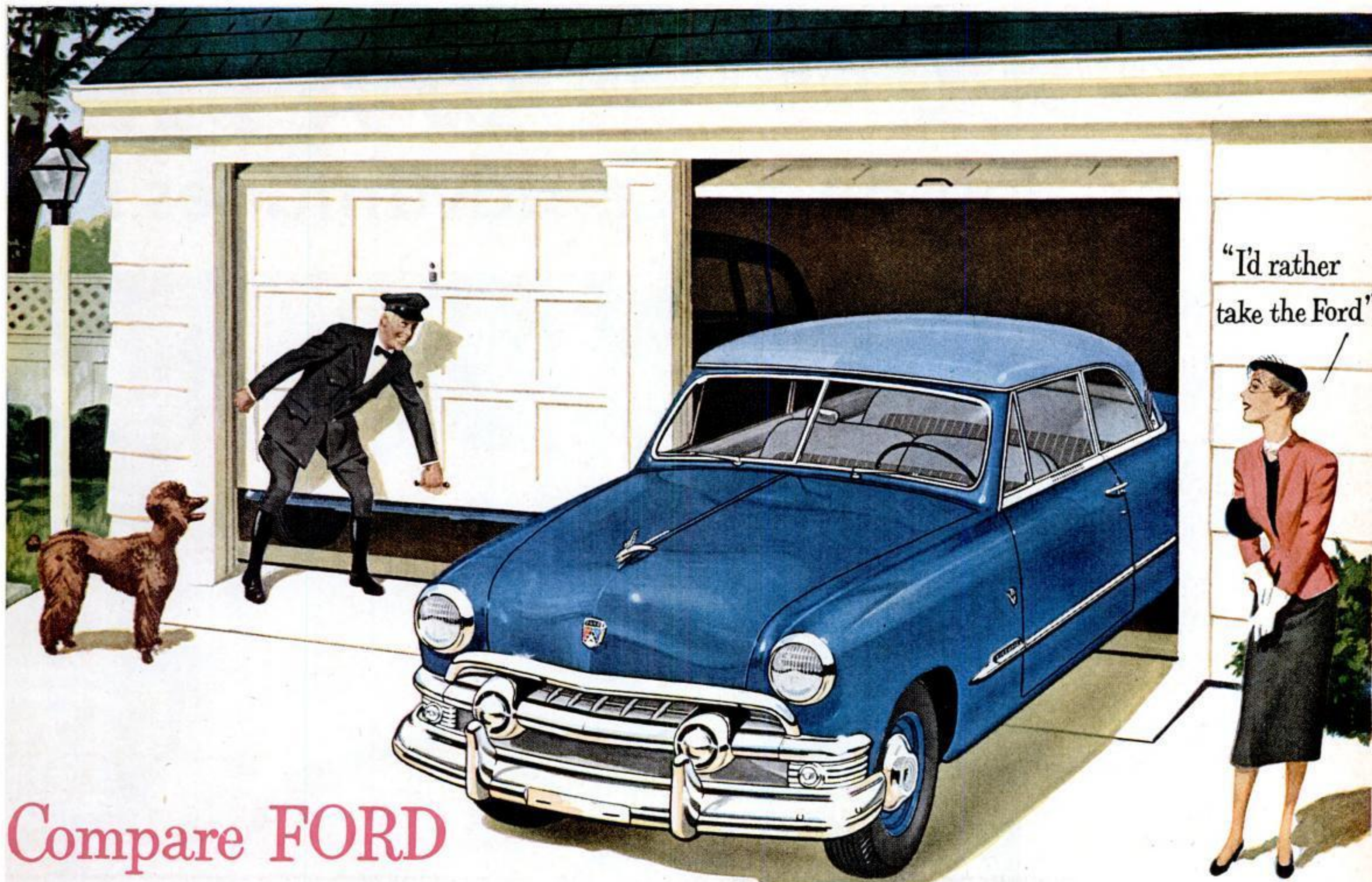
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and so does FORD—with **AUTOMATIC RIDE CONTROL!** This famous teaming of Advanced "Hydra-Coil" Front Springs with Variable-Rate Rear Spring Suspension automatically adjusts your ride to any road condition!

America's Highest Priced Cars give you beautiful **COACHWORK**, rich, long-lasting **INTERIORS**

and so does FORD—with **LUXURY-LOUNGE INTERIORS!** You'll discover that Ford's beautifully tailored interiors are color-keyed to Ford's sleek, "Fashion Car" exteriors. And you'll find roomy comfort, too—roominess that compares favorably with the highest priced cars!

America's Highest Priced Cars give you the magic of liquid-smooth, effortless **AUTOMATIC DRIVE**

and so does FORD—with **FORDOMATIC!*** The Fordomatic Ford brings you automatic driving at its finest and flexible best. You get flashing getaway . . . instant acceleration . . . plenty of zip for passing and hill climbing . . . and all with real economy. Ford also offers Overdrive* (an automatic "fourth gear" which reduces engine wear—cuts fuel costs up to 15%) . . . or, if you prefer, popular Conventional Drive!

*Optional at extra cost. Fordomatic Drive available with V-8 only. Equipment, accessories and trim subject to change without notice

See "Ford Festival" starring James Melton on NBC-TV.

The one fine car in its field!

Only the *New*

Sunbeam MIXMASTER

MODEL 10 AUTOMATIC

REG. U. S. PAT. OFF.

gives you all these advantages!

**LIGHTER...HIGHER...
FINER TEXTURED
CAKES!**

*More even mixing and
greater aeration with
these new, exclusive*

BOWL-FIT BEATERS!



**POWERFUL
MOTOR**

New patented-governor controlled POWERFUL motor. The beaters never vary the mixing speed for which they are set whether the batter thickens-up or thins-out. You get EVEN mixing at all times.

See how all the batter is carried into and through the new large BOWL-FIT BEATERS—how their surfaces conform to the contours of the bowl. No piling up of dry ingredients on the outer edges. No unmixed whirlpools. No by-passed pockets. All the batter gets a thorough, even mixing in LESS TIME—*automatically*.

The larger outside BOWL-FIT beater is curved to fit the contour of the bowl all the way to the bottom. The larger inside BOWL-FIT beater is shaped to cover the flat bottom surface all the way to the center. You get these exclusive Bowl-Fit beaters only in the new Model 10 Automatic Sunbeam Mixmaster.



Made with
ORDINARY FOOD MIXER

Made with *NEW*
Sunbeam MIXMASTER

The above actual photograph shows sections of angel food cakes made in baking tests with the best of the ordinary food mixers and with the new Sunbeam. You can SEE and TASTE the difference when your food mixer is the new Sunbeam Mixmaster. Sunbeam Mixmaster's higher, lighter, finer textured cakes are a result of the better mixing and greater aeration the new larger Bowl-fit beaters give you.

*Give Sunbeam
and you give
the finest*



Famous
**MIX-FINDER
DIAL**

You have the perfect, scientifically-correct mixing speeds right at your fingertips. They are all plainly indicated on the new convenient Dial. EASY-TO-SEE, EASY-TO-SET.

**NEW, LARGER
HEAT-RESISTANT
BOWLS**

Both bowls are now larger. The large bowl now holds 4 quarts for generous quantities of batter.



**AUTOMATIC
JUICE
EXTRACTOR**

Oscillating strainer automatically joggles the juice out of the pulp. Faster. Easier-to-use. Easier-to-clean. You don't attach this juicer—just turn down handle and set it on cone



**AUTOMATIC
BOWL-SPEED
CONTROL**

A nylon control button automatically keeps beater-speed and bowl-speed uniform at all times. The bowls revolve by themselves. No hand turning.



**AUTOMATIC
BEATER-
EJECTOR**

Tilt the handle—out drop Bowl-fit beaters individually, for easier cleaning. No pulling. No messy fingers. An EXCLUSIVE Mixmaster advantage.

**GOOD...
any old time!**



*the cracker
with
that swell
cheese
flavor*



*America's
largest selling cheese cracker!*
Sunshine Biscuits, Inc.

**Tastes so good!
So nourishing too!**



**Borden's
NEW STARLAC**



**1-POUND PACKAGE
makes 5 quarts
nutritious nonfat milk
for as low as 40¢***

Get Starlac at your grocer's today

**For DRINKING,
COOKING, WHIPPING!**

*Slightly higher in some areas.

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LETTERS TO THE EDITORS

CONTINUED

LETTERS TO THE EDITORS

Sirs:

The Rev. John D. Craig states in Letters to the Editors (LIFE, Oct. 15) that the Roman Church is "a model totalitarianism." He has omitted the factor of free will. If a Catholic objects to any of the teachings of the Church he has the privilege of leaving its communion.

PATRICIA S. CROMIE

Anaheim, Calif.

Sirs:

... Pastor John D. Craig calls the Index "an ... instrument for the thought control of the masses." The Index is a map of a minefield, warning of danger spots where the soul might be blasted into eternal perdition. As to the suppression of free thought, does the Rev. Craig believe the U.S. government suppresses free thought by prohibiting the use of the mails for the dissemination of obscene and immoral literature? ...

THOMAS G. DENNY

Philadelphia, Pa.

WHITE TIGER

Sirs:

A 400-pound tiger cub for \$28,000 ("White Tiger," LIFE, Oct. 15)! That's \$70 a pound! Shucks, you can still get BEEF for THAT kind of money!

H. A. VON FLUGEN

Rockville, Md.

• Private citizens have offered to buy the cub for the St. Louis and New York Central Park zoos, but the top offer of \$10,000 from a circus in Florida falls short of the maharaja's asking price of \$28,000.—ED.

PEACE

Sirs:

Can LIFE find no more useful definition of peace ("Peace," LIFE, Oct. 15) than "the absence of outright fighting"? If that is peace, how can you distinguish truce? If peace is no more than a vacuum left when fighting is gone, how can we "wage" peace? A more useful definition of peace—according to my dictionary—is "a system of order and security under law." There is something which we can build, or wage, if you like. Nothing less can give us any assurance that the present truce is more than a time out before a final mass suicide. ...

PAUL THATCHER

Ogden, Utah

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When dreams are in the making

Starlike symbol of the love you'll share through the years is this — your Keepsake Diamond Ring.

A diamond is forever — and only Keepsake so faithfully captures and preserves the magic of this moment, the full meaning of your lifelong pledge. In choosing this gift of true love — given and received but once — look for the name, Keepsake, in the ring and the words "guaranteed registered perfect gem" on the tag.

Finest in quality, as confirmed by the Keepsake Certificate with your purchase — first in fashion with two Fashion Academy Awards — Keepsake is truly the choice above all other diamond rings. At your Keepsake Jeweler's in a wide range of styles at prices from \$100 to \$10,000.

A. JONQUIL Ring \$125. Wedding Ring 62.50. B. CAMERON Ring \$200. Also 100 to 2475. Wedding Ring 12.50. C. ORLEANS Ring \$300. Also 450. Wedding Ring 125. D. WELLESLEY Ring \$450. Also 675. Wedding Ring 100. ★ Man's Diamond Ring \$100. Available at 75 to 250 to match all engagement rings.

All rings available in either natural or white gold. Prices include Federal tax. Rings enlarged to show details.

• For the name of your nearest Keepsake Jeweler, call Western Union by number and ask for Operator 25

Keepsake Diamond Rings, A. H. Pond Co., Inc.
120 East Washington, Syracuse 2, N. Y.

FREE Useful booklets "The Etiquette of the Engagement and Wedding" and "Choosing Your Diamond Ring." Also 48-page "Bride's Keepsake Book" gift offer and your Keepsake Jeweler's name.

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STREET AND NO.

CITY AND STATE

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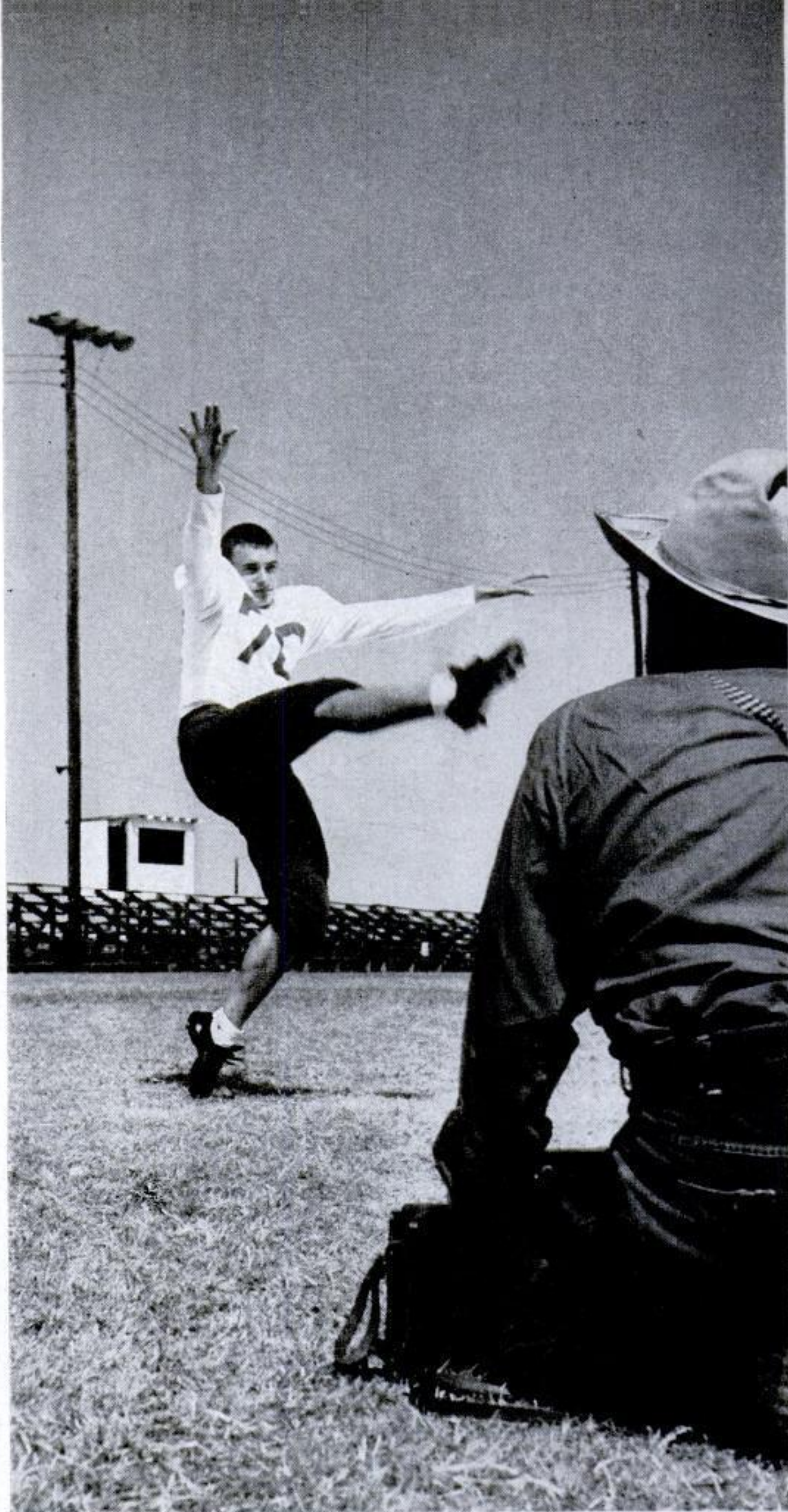
Antwerp

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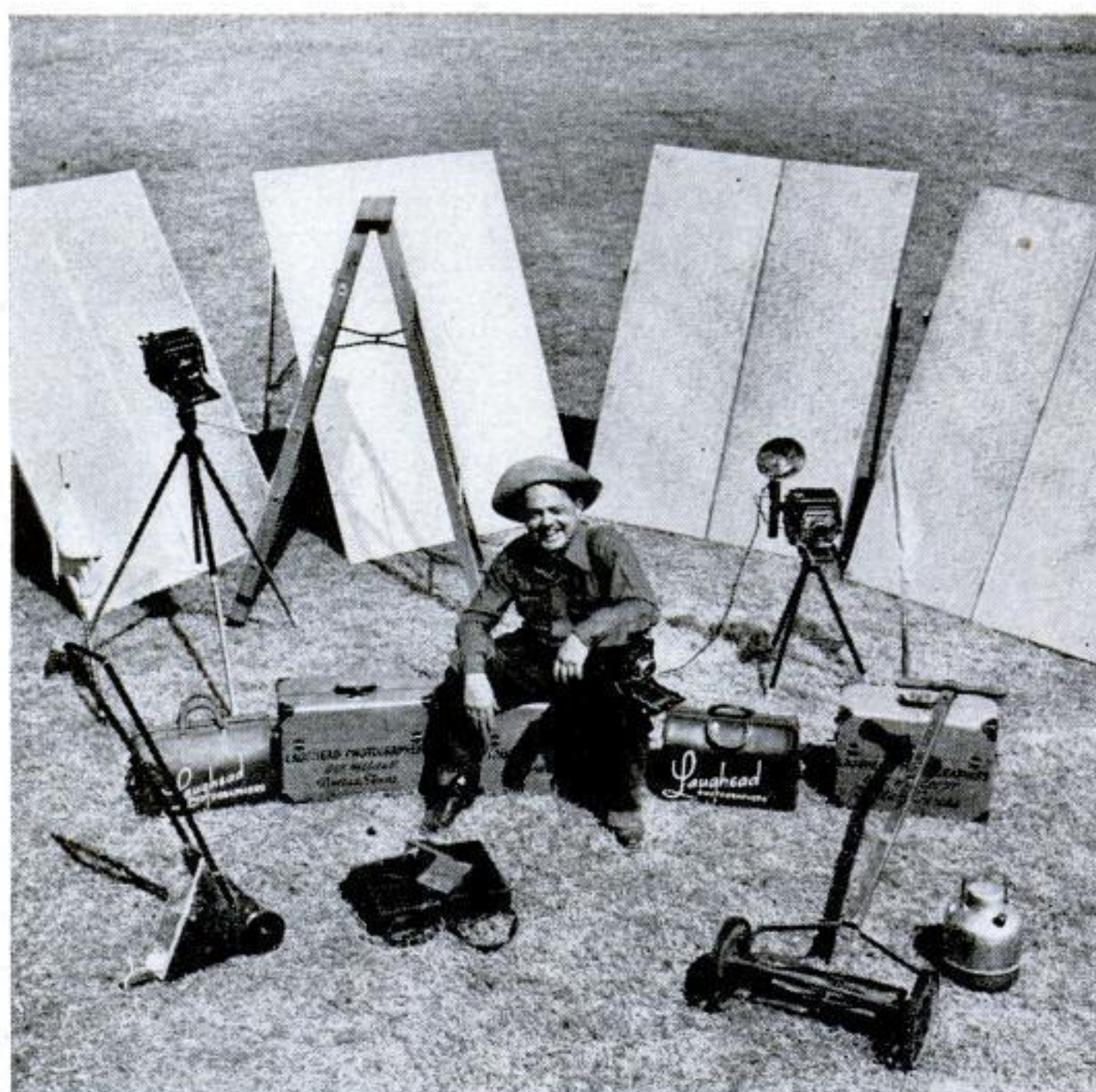
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LAUGHEAD SHOWS A FULLBACK HOW TO GO INTO A PUNTING POSE



PLAYER TRIES TO REPEAT ACTION AS LAUGHEAD TAKES PICTURE



LAUGHEAD'S EQUIPMENT includes reflectors, ladder, flags, lime cart (left), lawnmower (to make grass neat) and jug of water (right) to keep Laughead cool.

SPEAKING OF PICTURES . . .

Texan gets player photos by turning into a combination football and drama coach

Jim Laughead of Dallas probably photographs more football players than anyone else in the U.S. Each year he takes the pictures of some 1,500 players for college and high school annuals, for publicity releases and as souvenirs for the players themselves. He does not photograph them in actual games but on the practice fields, where they are likely either to freeze up before the camera or try too hard. To solve his big problem, which is to make his pictures look realistic, Laughead has evolved some special techniques.

Because his clients are mostly Texans, Laughead includes a cowboy hat, blue jeans and boots as part of his equipment. "That's to gain their confidence," he explains. He also carries around a station wagonfull of special equipment (left) and acts as his own coach (above, left). "Laughead's picture practice is the equivalent of a rough scrimmage," says one coach. For all his ingenuity, however, Laughead can never predict whether his pictures are going to turn out spectacularly good or ridiculous (next page).



GETTING SET to take picture of a dive, Laughead places camera and head on the ground. "A low-angle picture helps to make 'em look big and husky," he says.



GETTING OUT OF WAY of player who makes bad dive, Laughead jerks up camera to save it from damage. Flying tackles are illegal but make good pictures.



MAKING OWN STRIPES, Laughead pushes cart which drops lime on field. Flags are used to mark the area he will photograph and big aluminum reflectors to eliminate shadows from the players' eye sockets.



PHOTOGRAPHING PASS, Laughead stands on ladder and has aide toss ball from behind him. Because he was hit in face once he refuses to shoot pictures in which ball is tossed directly toward camera.

"Soaping" dulls hair— Halo glorifies it!



Not a soap,
not a cream—
Halo cannot leave
dulling, dirt-catching
soap film!

Gives fragrant
"soft-water" lather
—needs no
special rinse!



Removes
embarrassing
dandruff from both
hair and scalp!



Yes, "soaping" your hair with
even finest liquid or oily cream
shampoos leaves dulling,
dirt-catching film. Halo, made
with a new patented ingredient,
contains no soap, no sticky oils.

Thus Halo glorifies your hair
the very first time you use it.

Ask for Halo—America's
favorite shampoo—at any drug
or cosmetic counter!

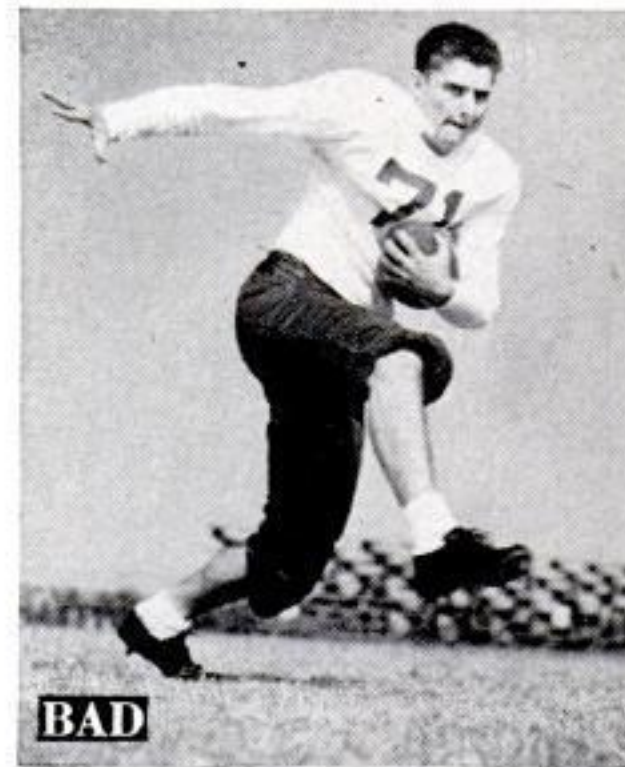


Halo leaves hair
soft, manageable—
shining with colorful
natural highlights!

Halo reveals the hidden beauty of your hair!

FOOTBALL PHOTOS CONTINUED

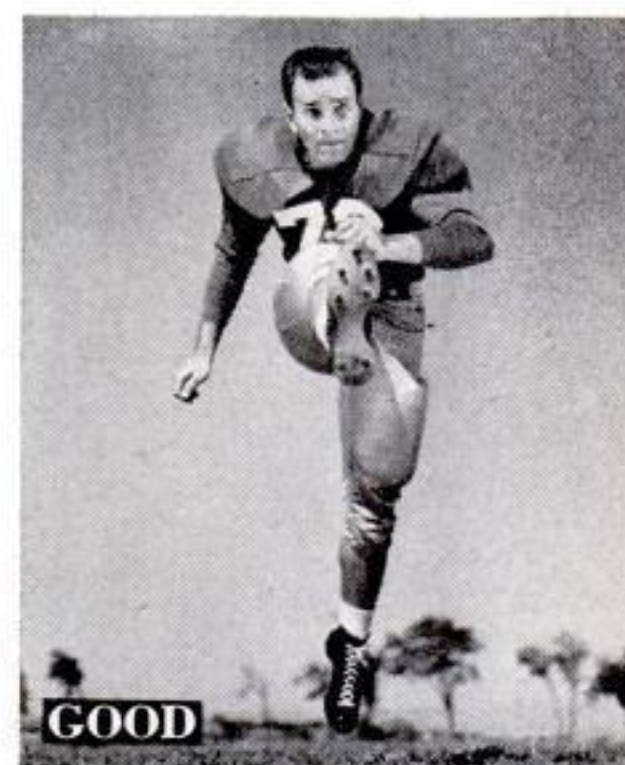
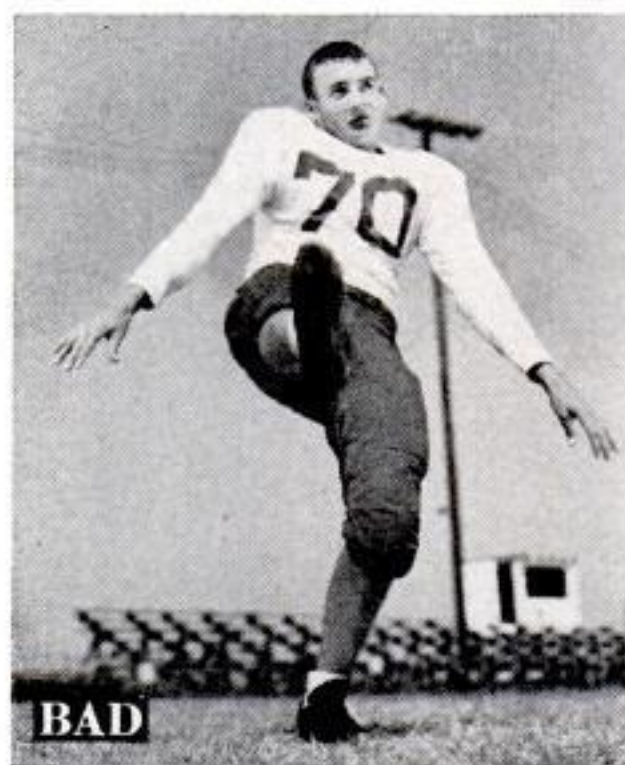
SOME MIXED RESULTS



RUNNING FORM of player at the left looked bad, says Laughead, because he is off balance and lacks coordination. Player at right has "a graceful lean."



DIVING TECHNIQUE at the left is terrible. Player has his head down and fingers open (they could be broken). At right: his head is up, rear end down.



PUNTING POSITION at left is faulty because player is lopsided and has toe pointed out. Player at right is in balance and has toe pointed correctly up.



BACKFIELD ACTION is considered good by Laughead because everyone is in step and all faces show determination, even if they are a little contorted.

MRS. HUMPHREY BOGART SAYS :
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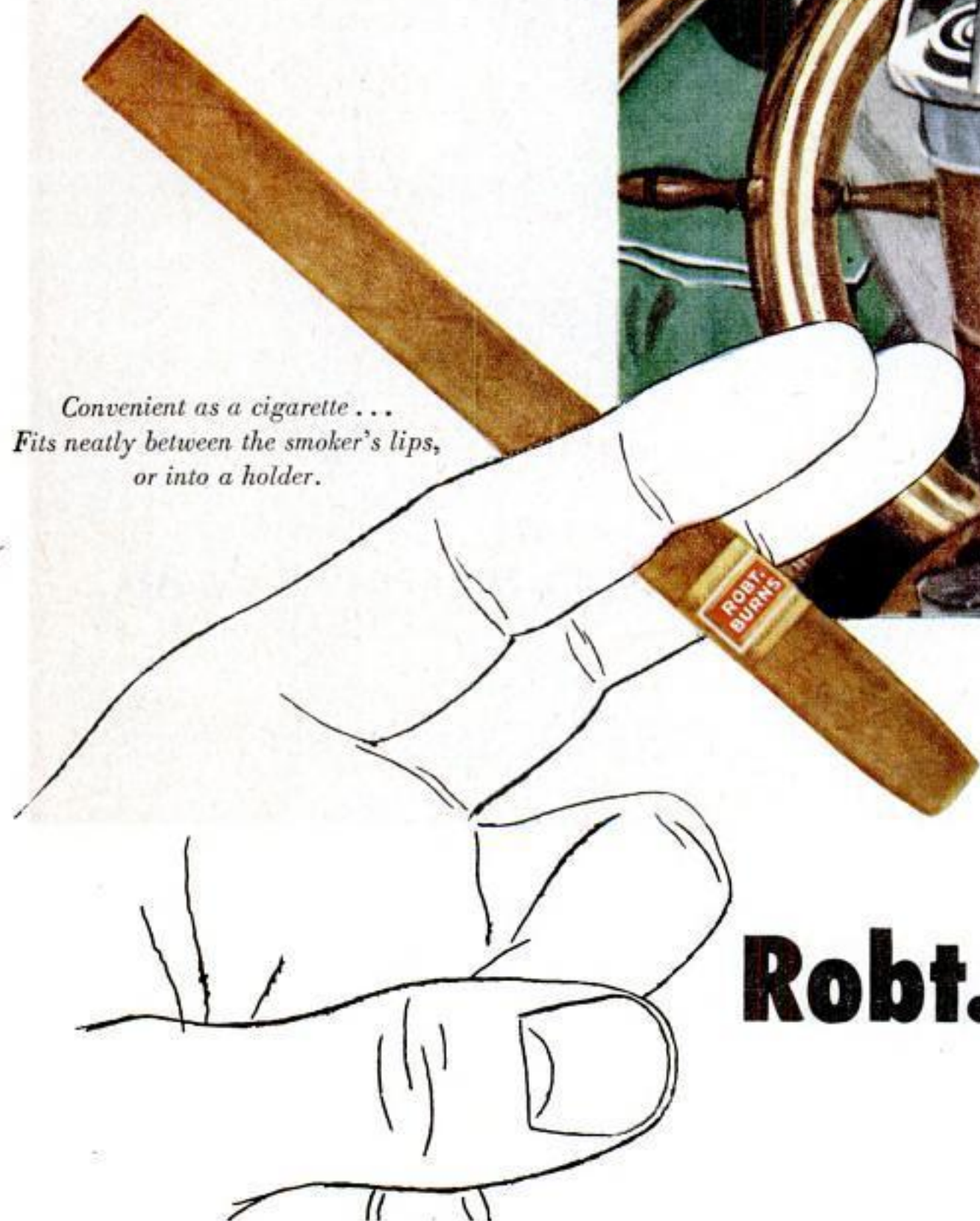
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LIFE'S COVER

Ginger Rogers has three times before adorned LIFE's cover: in 1938 as a dancer with Fred Astaire, in 1940 in the movie *Kitty Foyle*, in 1942 at her Oregon ranch. Now she appears all dressed up for the second act of her new Broadway show, *Love and Let Love*. Ginger has applied herself with spunky determination to every phase of her long successful career—from child vaudeville star, to Broadway hooper, to an Oscar-winning movie star. In her current Broadway venture she took particular pains to plan her costumes, which, as a result, turned out to be the hit of the show (pp. 87-94).



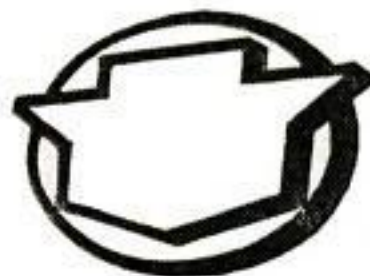
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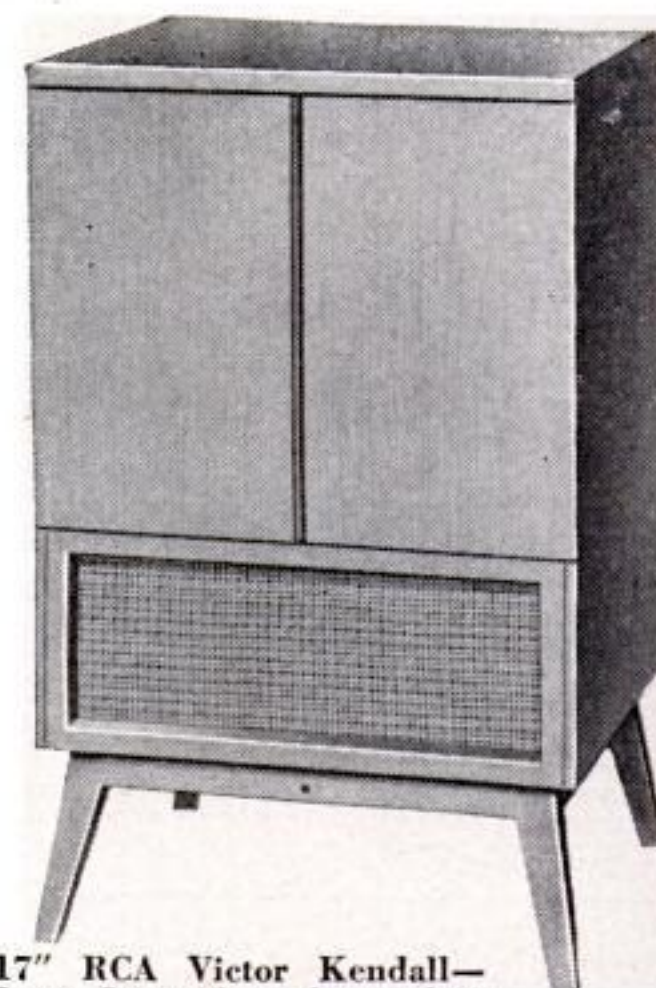
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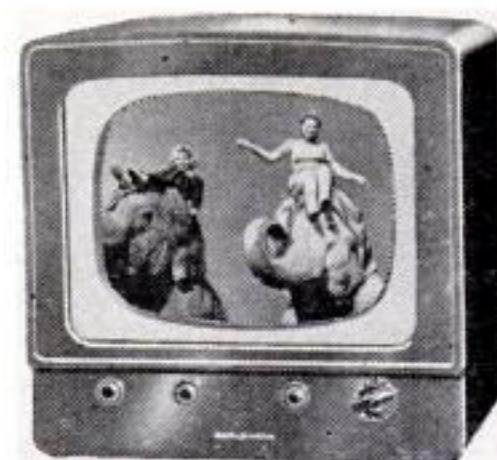
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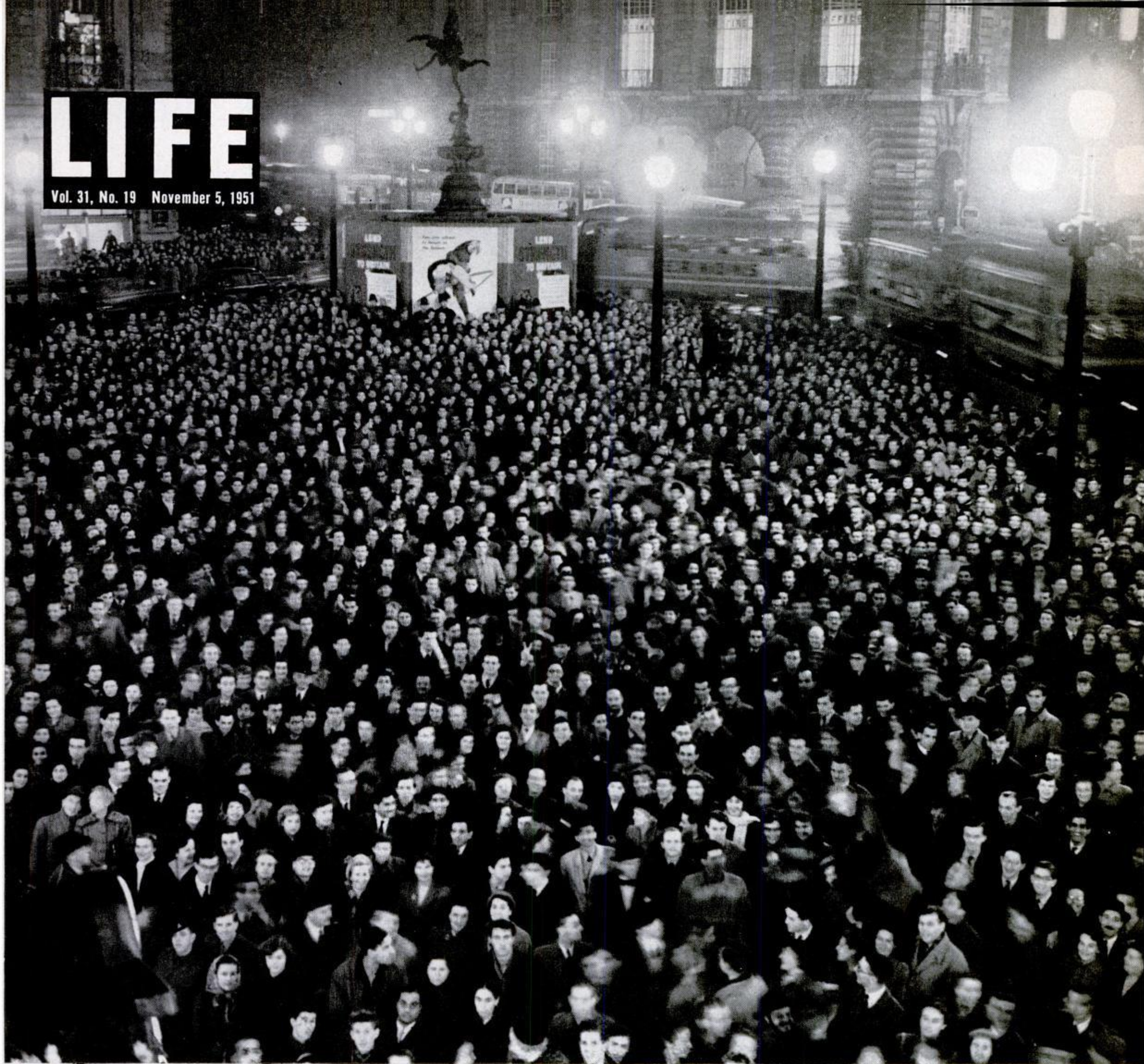
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LIFE

Vol. 31, No. 19 November 5, 1951



PEOPLE OF BRITAIN CHOOSE CHURCHILL

On election night in Piccadilly Circus the lamps shed a misty light over the huge crowd. In the chilly autumn evening buses whizzed past the toe-dancing statue of Eros (*in background, above*), fenced around to keep off unruly climbers. Lampposts had also been greased to discourage them. As election results began flashing on the screen which this crowd is facing, there came recurring shouts of, "Good old Winnie!" "We want Churchill!" In the end the British people got their Churchill—but only just.

Out of 625 seats the Conservatives won a clear majority of only about a score, making it hard for Churchill to govern effectively. The extraordinary fact was that more Britons had voted for the losing Laborites than for the vic-

torious Tories. Only the more even spreading of Conservative strength had given Churchill the victory for which he had waited during six long years in the political wilderness. Britain was split down the middle, a sharp split but not wide enough to make room for middle groups like the Liberals who were almost squeezed out of existence. The Communists were completely shut out but on the Labor party's extreme left Aneurin Bevan's Socialist isolationists polled strongly. Every Bevanite candidate won. The vitriolic, rabble-rousing Bevan, rather than the tired ex-premier, Attlee (*p. 34*), now loomed as Churchill's chief parliamentary adversary in stormy months ahead. But still more implacable enemies faced Churchill. They were Brit-

ain's old enemies: lack of U.S. dollars, lack of fuel and materials, the decline of empire.

A Churchill with nearly 77 years of trials and triumphs behind him could still count this one of his finest hours. For the first time he had led a party to victory in a general election. At another darkening crisis in British destiny he was again seizing the controls from limper hands. Election Day, Oct. 25, was also St. Crispin's day and old warrior Churchill might well cry, like Shakespeare's Henry V exhorting his men on the day of the battle of Agincourt:

This day is call'd the feast of Crispian:
He that outlives this day, and comes safe home,
Will stand a tip-toe when this day is nam'd....



HUNDREDS OF POST WAR HOMES, built after Doncaster's Labor borough council had taken office in 1945, showed Labor's housing program at the local

level. This development, on edge of town, includes family home units, bungalows for married pensioners and areas set aside for children's playgrounds.



NEW MODERN SCHOOL was erected at cost of \$285,000 in the center of one of the new housing developments. Begun in 1947, it was not opened until

May 1950, and its accommodations for 200 primary pupils and 320 in the junior department are now inadequate. Two more schools are under construction.



HANDSOME OLD FOLKS' HOME, one of Labor's special prides, was set up as one of Doncaster's four new hostels for the aged. Its residents are 25

elderly ladies, all government pensioners. To avoid the poorhouse atmosphere, there are no institutional signs posted either inside or outside the building.

A KEY TOWN BLAMES MUDDLING BY LABOR

A bustling industrial center amid the fogs of Yorkshire, the town of Doncaster (pop. 82,000) has in the past three elections sensitively reflected the country's changing political complexion. In 1945, the year of the Labor landslide, it gave Labor a big 23,000 majority and the same year elected a Labor-dominated borough council for the first time in its history. In the 1950 election, when Labor saw its parliamentary majority whittled to a sliver, Doncaster returned a Laborite by a skimpy 878 votes. Last week Doncaster again teetered with the nation, picked the Conservative by a slight (384 votes) edge.

The change-over revealed why as Doncaster went so went the nation. Labor had as strong a case in Doncaster as anywhere in the nation. There was almost no unemployment. Healthy children played in the schoolyard of a new model school. Pensioners sat around comfortable old folks' homes set up by Labor, reading the political news through socialized spectacles. A new \$16.8 million government powerhouse was being built. Under a local Labor administration the city had one of the finest housing records in all Britain with 2,500 well-planned family dwellings erected since 1945.

But there was trouble too in this socialized paradise: many people were fed up with waste and muddle, with rising prices at home, dropping British prestige abroad. They resented new local buildings for the national coal board and particularly a tennis court for the bureaucrats. When work on the power station was suspended for lack of steel, a laid-off workman muttered, "It's a little silly considerin' it's a job for the government and the government is makin' the steel." Taking a long, hard look at the whole picture, the majority of Doncastrians clenched their teeth (nationalized or not), voted Tory.



EX-LABOR HOUSEWIFE Mrs. George Burdis, 60: "Any sensible housewife would change her vote today. See the rubbish the government calls coal."



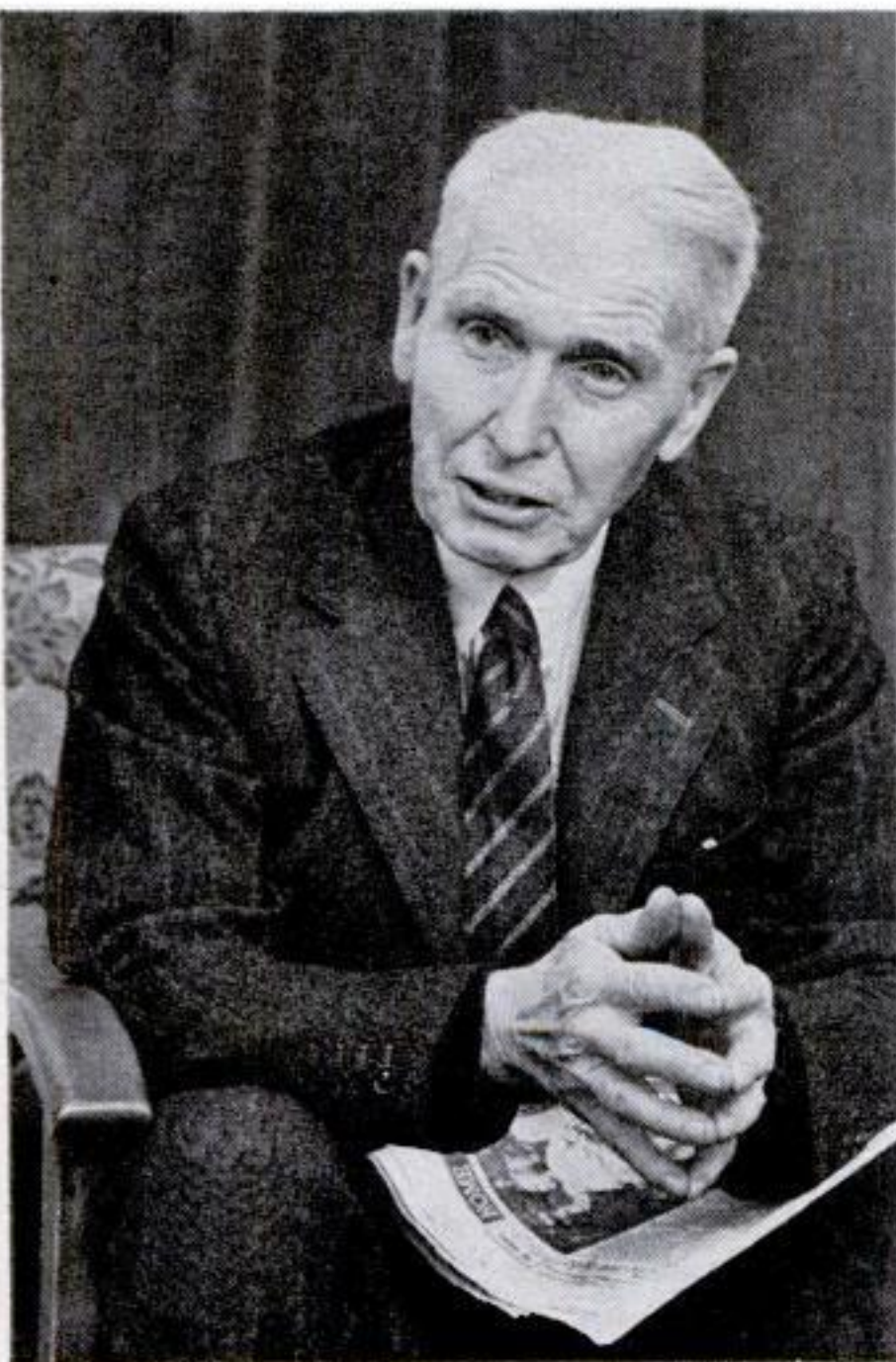
THE WINNER, Tory Candidate Tony Barber, 31, warned in his speeches, "Don't believe Laborites who blame the cost of living on rearmament." The old

man with hearing aid is a government pensioner but a staunch Conservative. He quavered "Hear, hear" when one speaker attacked the high cost of cigars.



THE LOSER, Raymond Gunter, 41, who won by a narrow majority in 1950, took the moderate Attlee line this year as he stood atop his car and harangued

industrial workers in a cold, raw fog. More often he campaigned house to house. But many voters feared a vote for him would help put Aneurin Bevan in power.



EX-LABOR TEACHER Samuel Taylor, 75: "I like state mines . . . but Labor had to rush around like a bull in a china shop nationalizing everything."



EX-LABOR PENSIONER Mrs. Maud Morrisroe, 60: "That Nye Bevan controlling the party! He's got no more brains than I have, and I haven't many."

CHAIRMAN OF TORIES CREDITS YOUTH VOTE

LONDON

The victory, in the opinion of hearty 68-year-old Tory boss Lord Woolton, came down to this: "It was a vastly improved organization."

Woolton had built his reputation by brilliantly organizing and revitalizing department stores, and by his expert administration as food minister during the war. Taking over the job of rehabilitating the Conservative political machine five years ago, he handled the job like a salesman persuading customers to buy Conservative. The Tories equipped their 1951 candidates with expert advice and opinion, with answers to embarrassing questions, with White Papers on the Tories' social service record. "Tens of thousands" of dedicated volunteer workers and "probably the largest youth



WOOLTON HAILS THE HEAD OF HIS TICKET

organization anywhere" made sure that the full Tory vote in Britain was brought out.

"We polled full strength," says Woolton.

Only two issues seemed really important to the Tory chairman. "The first of these was the rising cost of living. It was responsible for a very considerable leaning—almost a swing—to us early in the campaign." On this issue "we should have won with a big majority." But Labor brought a second issue in—the fear of war. Woolton believes the Socialists used it because they had no better popular argument. It was potent in Britain because of the horrifying experiences of Britons in wartime bombing. He felt the branding of Churchill as warmonger was "damaging and malicious," but gave Tory speakers orders to ignore it: "It was left to Mr. Churchill and to me to answer that one."

Organization was Woolton's weapon. At party headquarters is a sign reading "Map and operations room, strictly private." Inside are huge maps of the British Isles neatly marked as to political disposition. One is punctured with hundreds of red- and blue-headed pins, each bearing a flag with the name of the major Labor or Conservative speaker. Woolton stuck pins in a map and sent out fresh salesmen to overwhelm the competition as needed.

Youth was a powerful factor. "Our youth organization includes all groups who are taking politics seriously, attending lectures and being trained in organization." Citing an upsurge of interest among university students, he quoted a university official who told him: "Woolton, you've become fashionable. Our students used to wear red ties and vote Labor. Now they wear blue ties and vote Conservative."

—DORA JANE HAMBLIN



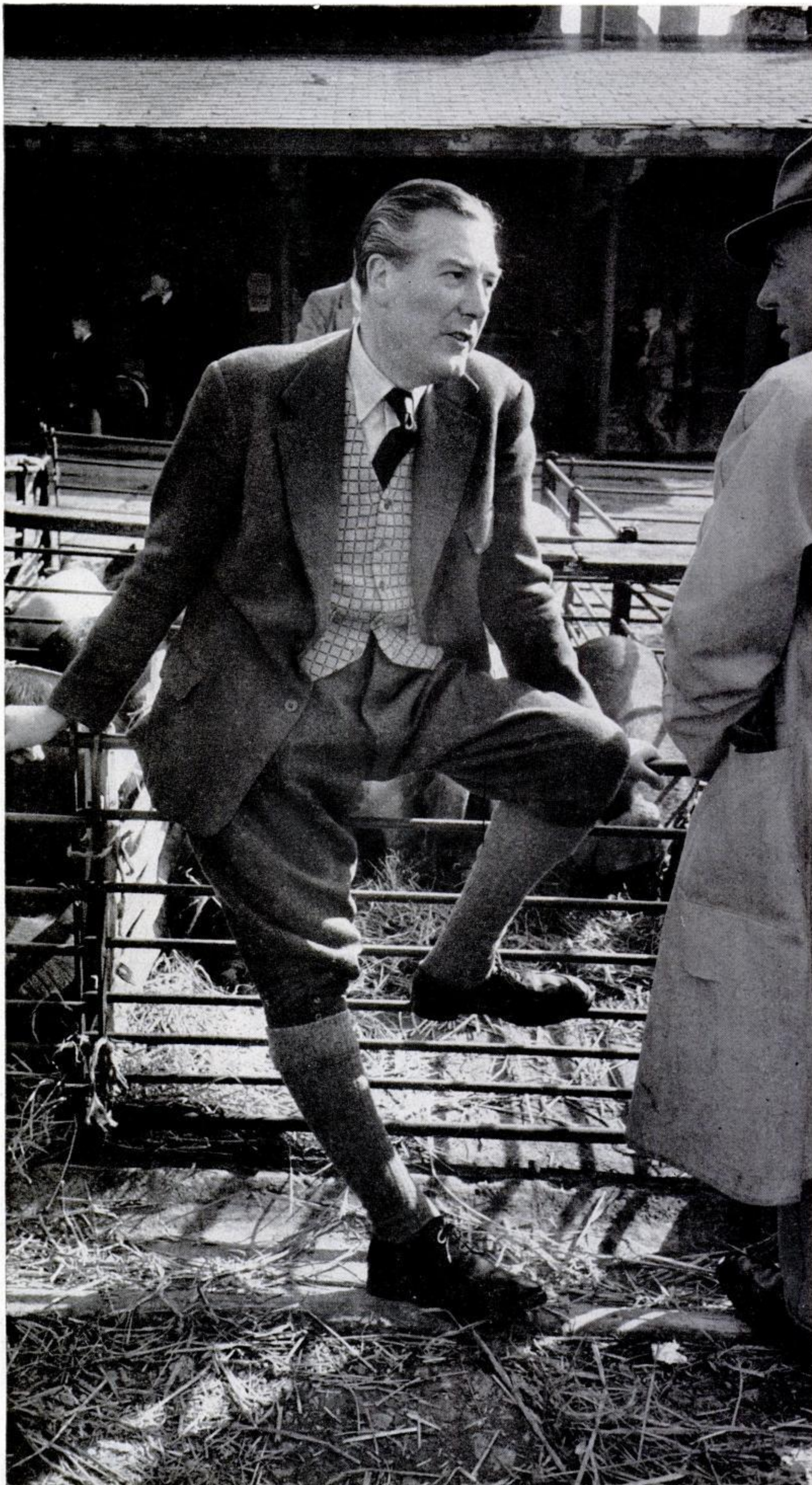
BRIGHT LAWYER Selwyn Lloyd, 47, shines in debates on tough technical subjects in the House of Commons. Elder party members like his modest ways and admire his intelligence. He may rate a job such as solicitor general.



SHARP DEBATER, John Boyd-Carpenter, 43, talked his way across the U.S. in 1931 with an Oxford University debating team. He is a lawyer but now works full time as an M.P. Despite a pedantic manner, he has an incisive mind.



EMPIRE BUILDER Douglas Dodds-Parker, 42, is the type of tall, bony Briton who turns up well-groomed even in African jungles. He worked in the Sudan Political Service, may now get a post in the Board of Trade or Colonial Office.



GLAMOROUS ECONOMIST, David Eccles, 47, is considered by many to be the brightest, smoothest, handsomest of the younger Tories and a potential future Chancellor of

the Exchequer. Polished product of Winchester and Oxford, he finds it good politics to dress as a farmer—a gentleman farmer—when he goes round his rural constituency.



CAREER DIPLOMAT Henry Hopkinson, 49, resigned from the foreign service to enter politics in 1946, but might return to the Foreign Office as an

assistant to Eden. He worked on the 1936 treaties with Egypt. The blue ribbon rosette on his lapel—not a “best of breed” prize—is a Tory insignia.

THESE YOUNG TORIES EMERGE AS POTENT FORCE

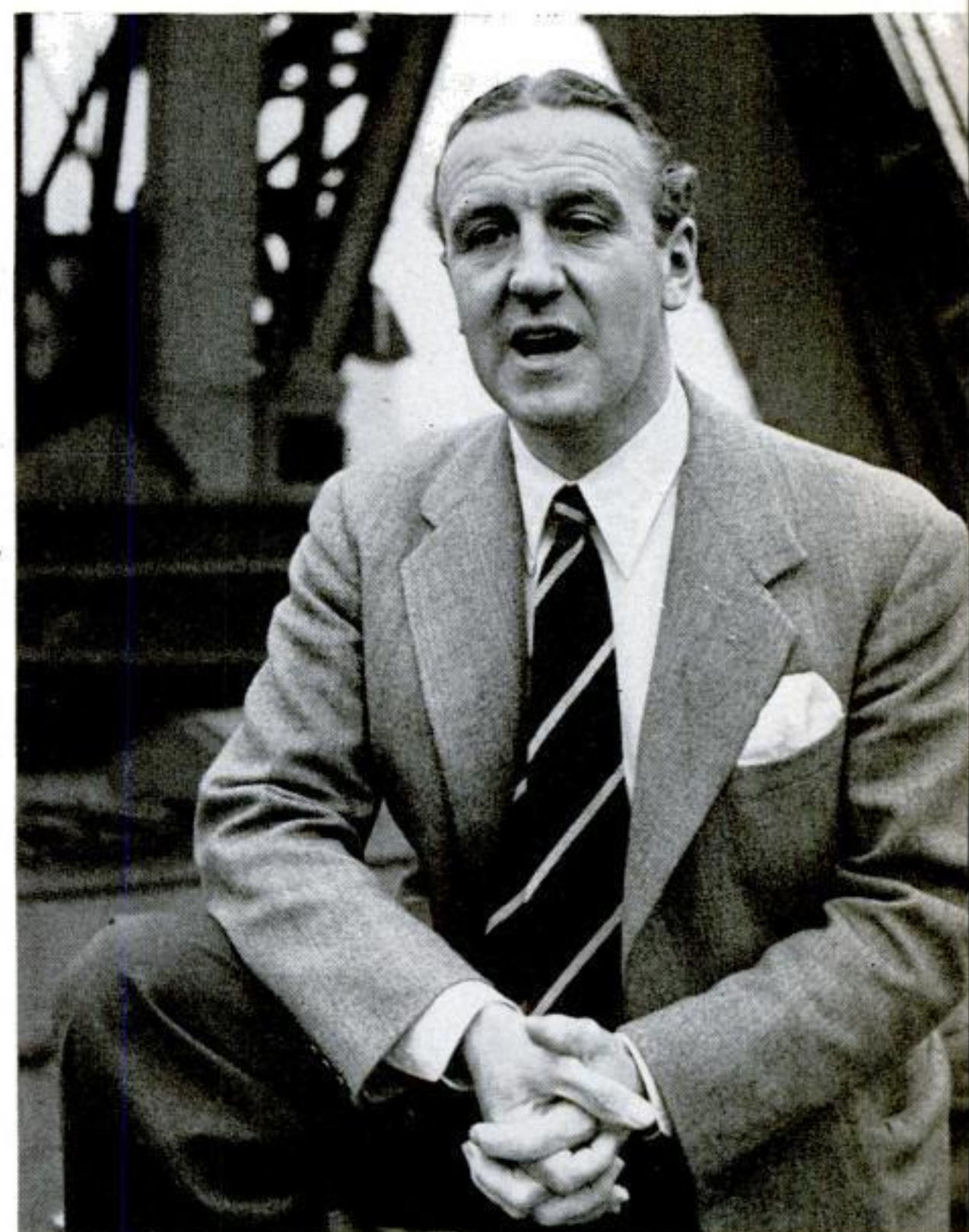
The Conservative party that sagged to defeat in 1945 looked for the most part like a distinguished bunch of tired old mossbacks. What the party badly needed was some new red blood, and some new faces. It has found both in men like the ones in these pictures, all of whom have been re-elected with increased majorities. They are well-tailored rather than well-heeled, exuding charm but backed by solid business and professional experience. Control of the party still rests in the hands of distinguished older gentlemen, but of the 2.5 million dues-paying members, 200,000 are now under 30.

The 1950 Election brought nearly a hundred of the younger Tory hopefuls to the House of Commons and last week's election increased their numbers. The older and more experienced among them, notably those shown here, now expect ministerial recognition immediately or in

the near future. Drawn largely from the middle rather than the upper classes, they symbolize the neat suburbs of England rather than the stately homes. Unlike the Bevanite rebels who have almost split the Labor party, they are not a distinct faction with a recognized leadership. But their growing influence can crowd their cautious elders into bolder policies. They would dismantle economic controls faster and would attack Britain's private as well as public monopolies with greater energy. Yet whether they will get a bigger say in policy-making remains to be seen. One of them, feeling his political oats, recently commented, “If we don't, the party will break up.” One of the more irreverent among them has admitted privately that “We wish someone would mow down the front bench with a machine gun” or even that “The old man, God bless him, would throw in the towel.”



DASHING SOLDIER, Brigadier Antony Head, 45, is one of Tories' chief military experts. An old Etonian and Sandhurst man, he won a Military Cross in World War II, served with the Hussars, the Life Guards and on Lord Mountbatten's staff. Some Conservatives think he may be the next war minister.



LOWLY BORN BUILDER, Ernest Marples, 43, whose father was a factory foreman, is now a rich contractor, who is expected to handle key problem of housing. A strenuous type, Marples has climbed the Matterhorn, dived to the bottom of the Thames, dug coal in a mine and shoveled it on an express train.

OUT OF A JOB

BACK ON THE JOB





CHURCHILL: THREE CHEERS, TWO HOPES

"A new breeze may blow upon this troubled globe," said Churchill in his electoral broadcast. The breeze is Churchill himself. Here's to him! Statesman, orator, journalist, historian, soldier, painter, man of thought and of action, man of tradition and of genius; last ember, in these neon days, of the flaming Renaissance and the clear, warm Whig Enlightenment; prophet and politician, sniffer-out of distant evil, patriot of England and champion of that long-mute prisoner of its own fears, Western civilization.

This is no occasion to count Churchill's old medals, for he must now earn a new one. It is no time either for an autopsy of British socialism, for the economic realities that defeated it remain to plague the Tories too. It is a time only for subdued rejoicing and guarded hopes.

Hope No. 1: The Tory party has youthful elements (*see pp. 32, 33*) who, if listened to, may steer Britain through the most suffocating of its self-imposed blockades. The strict controls over Britain's foreign exchange are the key to all the other controls which have been hampering British enterprise. A freely convertible pound will be the sign that Britain is strong again. The socialists always paid lip service to the goal of convertibility, but were just as happy with the many reasons it could not be achieved. The Tories are likelier to be serious about it. They will need U.S. help, and the more serious they are about convertibility, the more they will deserve help.

Hope No. 2: Churchill may align Britain's Asia policy more closely with the U.S.A.'s. When he came here just after Pearl Harbor

he made a surprising discovery. "I told the President how much I felt American opinion overestimated the contribution which China could make to the general war. He differed strongly. . . . If I can epitomize in one word the lesson I learned in the U.S. it was 'China.'"

Winston Churchill is necessarily a Europe-firster, and the importance of Asia is a hard lesson for any European to learn. But Churchill is at least capable of learning it (as Attlee's little-Englanders were not). Perhaps he returns from his six-year exile with a firmer grasp of that lesson. We hope he may even destroy that last refuge of an excuse for our own diddlers in Asia (such as Philip Jessup—*see below*)—namely, that the British are diddling too. Churchill is old, but he is no diddler.

THE REAL CASE AGAINST PHILIP JESSUP

President Truman has appointed Philip Jessup to be a U.S. delegate to the U.N. He did this despite the contrary vote of a Senate subcommittee and despite the warning of Senator Alexander Smith of New Jersey that Jessup "has not got the confidence of our people." It was a thoroughly bad appointment. Its badness has been obscured by false charges and by the Senate's cowardly failure to bring the issue to a vote. And since even Senator Smith did not explain very clearly why he opposed him the real case against Philip Jessup has yet to be made.

Joe McCarthy confused the issue by accusing Jessup of an "unusual affinity for Communist causes." Six examples of this "affinity" were laid before the McCarran Committee, and Jessup disposed of all six. As he said last week, "The McCarthyistic charges are pretty well swept away." Senators Smith and Gillette went out of their way to endorse Jessup's loyalty, as would any fair-minded student of his career. So that's out of the way and we can get down to the facts.

The facts are that Jessup is deeply implicated in three of the worst failures of U.S. foreign policy: the China White Paper of 1949, which was a diplomatic outrage; the "new" Asia policy of 1949-50, which collapsed with the Korean War and may even have precipitated that war; the mendacious tendency of the State Department to rewrite its own private history, which is part of its total inability to be plain and honest with the people.

While Chiang Kai-shek was making his last frail stand before Mao Tse-tung swept him off the Asian mainland, Acheson ordered the preparation of an enormous alibi for the U.S. role in that catastrophe. The boys (some 80 scribes and staffers) couldn't seem to say it just right, so Phil Jessup was called in. He was the final editor of the China White Paper. That weird document not only whitewashed five years of U.S. double-dealing policy toward Chiang, but then savagely indicted Chiang for hopeless corruption and incom-

petence. Since Chiang was still (and is still) the legal head of a friendly government, this was an unprecedented diplomatic insult. But in addition it was a partial, tendentious and misleading account which Acheson and Jessup both admitted was not the whole story. The story which the White Paper omitted was the long story of American vacillation, underestimation and gullibility to Communist propaganda.

Having placed this stiletto in the bleeding body of non-Communist China, Jessup was next given a "constructive" assignment: to work out a new policy for all Asia after the settling of the Chinese dust. His recommendations, though never put on paper, were understood by reporters to be as follows:

a) India should replace China as the anchor of U.S. Asian policy. Although Mao Tse-tung was not then to be recognized (Truman forbade it) his eventual recognition would logically follow.

b) Moral and economic aid for most non-Communist governments in Asia, and some small-arms aid where the Communists were shooting, as in Indo-China.

c) A new defense belt to be woven around China. It should *not* include Korea or Formosa, and should *not* take the form of a Pacific Pact.

This Jessup plan was bad prophecy and bad morals. The Korean war also turned it into gibberish.

In January 1950 Acheson described the new defense belt, conspicuously omitting Korea and Formosa. As though in response to an invitation, Korea accordingly became the point of attack. With the entry of the Chinese Communists into the war, most of the rest of the Jessup plan also collapsed. We are aiding and defending Formosa. We have hastily created a Pacific Pact. If India is to be our Asian anchor, it is a wobbly one and no new chain has been forged to link it to the U.S.

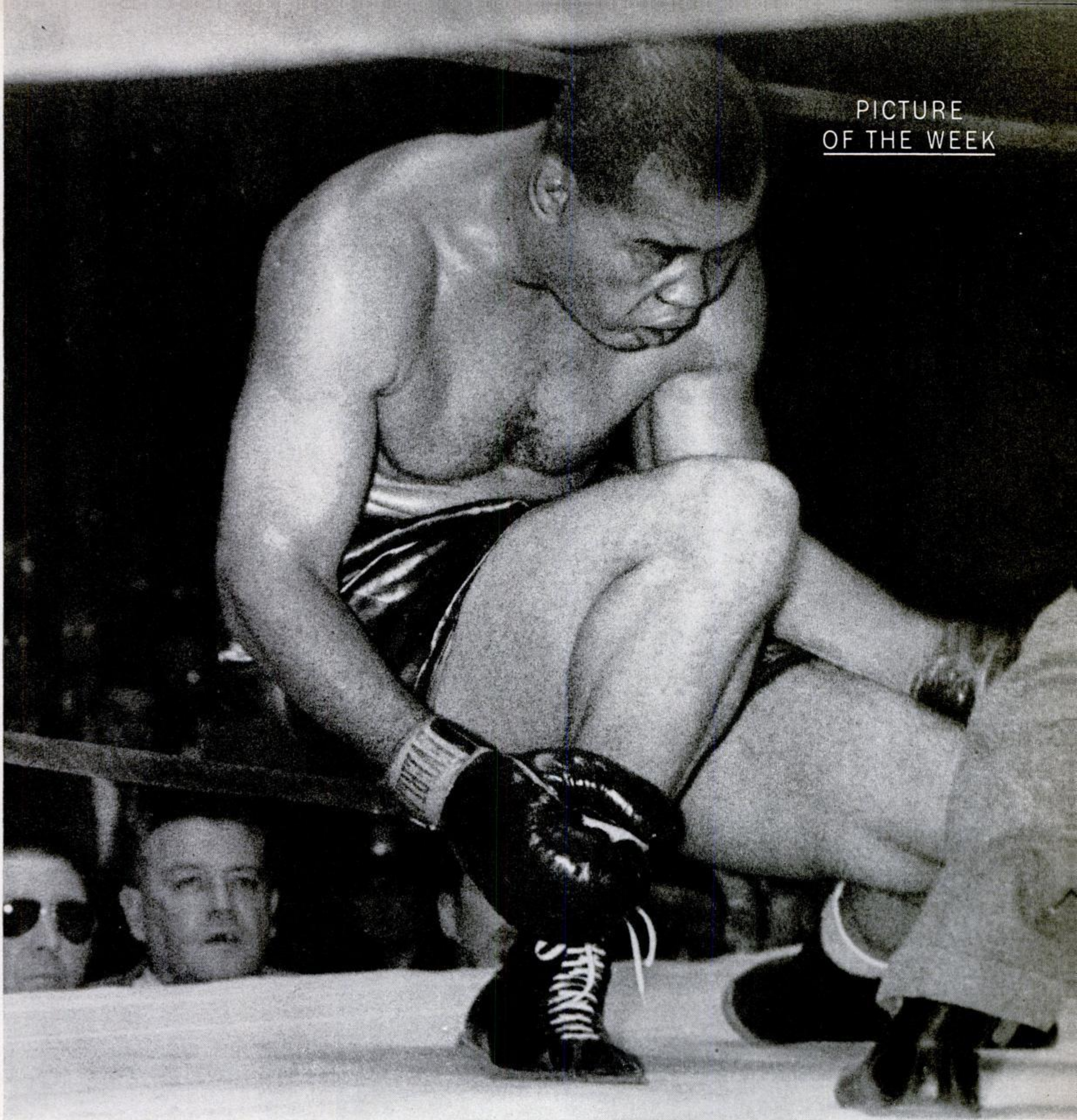
Thus Jessup's "constructive" contribution to our Asia policy proved no more suc-

cessful than the one he had shamelessly buried. Its defect was not that it favored Mao, but that it saw and sought no alternative to Mao, and, in the fashion of Achesonian "liberalism," it was childishly hostile to Asia's No. 1 anti-Communist, Chiang Kai-shek.

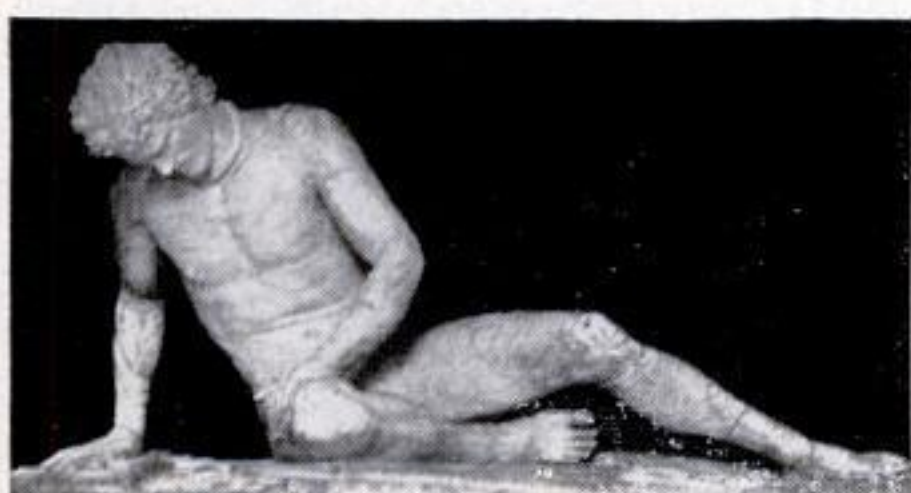
In a public interview last week, Jessup discussed his old membership in isolationist America First, which he supported until Dec. 7, 1941. After some fencing he agreed that "as things worked out, it wasn't the right point of view." If Jessup and Acheson could bring themselves to admit a similar wrongness about China, some of the confusion surrounding their Asia policies would be dispelled. Instead of that, it seems to be impossible for the State Department ever to admit the slightest mistake, or even to admit to a change in policy that everyone knows has occurred. When Assistant Secretary Rusk last May announced full moral support of Chiang, the Department—less than two years after Jessup's insulting White Paper—had the gall to claim that this represented no change in its line. It was not only gall; it was a lie.

For the sake of an outwardly consistent record, Jessup first denied that he had ever "considered" recognizing Mao, and then quibbled over what "consider" means. As every State Department reporter knows, both Jessup and Acheson gave plenty of "consideration" to recognizing Mao in '49. Whence comes this occupational disease of Acheson's men, to rewrite their own internal history, distort and cover up?

Philip Jessup maintains he would have been confirmed by the Senate, and sees no ignominy in accepting his new assignment under a cloud. That pseudo confidence adds nothing to his reputation for judgment. The whole episode now inevitably appears to have been an Administration maneuver to *avoid* a Senate showdown, to save Jessup's and the Department's face and to perpetuate a foreign policy team that admits no failure and achieves no success.



THE SAD DEPARTURE OF A GREAT FIGHTER



Down he went and out—down into the ropes (*above*) and out through them to the apron of the ring, an old man on a grim night, saying an involuntary farewell to greatness. The 17,000 people at Madison Square Garden could hardly believe that this beaten man, stretched at the ringside like the famous statue of the Dying Gaul (*left*), was Joe Louis—the Brown Bomber, the Dark Destroyer, the greatest heavyweight since Dempsey or perhaps ever. But Louis it was, a tired 37-year-old Louis, beaten by age and the plotting of a mild little man named Charlie Goldman (*LIFE*, Feb. 12). Goldman once said, "I don't worry about the experienced boys, but I worry about the young fellows on the way up and the old guys who're slipping." As trainer for Rocky Marciano, a 27-year-old

who has won all of his 38 fights and now will get a chance at the heavyweight title, Goldman had no time to worry about old Joe. "Keep low and hit him in the stomach and kidneys," Charlie told Rocky. When Louis straightened up Marciano with hard left jabs Goldman whispered, "Hit him in the side under the jab." Joe's great right hand, the hand that had figured in 56 knockouts, was cocked but he never got to fire it. The end came in the eighth round. Rocky knocked Joe down and then, when he got up, belted him out with a left to the chin and a right to the jaw. But as Marciano left the Garden in triumph, Charlie Goldman asked an aide, "Did Rocky go over to see Joe?" The aide said no. Charlie shook his head sadly and said, "He should have said hello to Joe." Or goodbye.



A PFC. PLAYS ONE OF THE "SPORTS CENTER'S" 30 SLOTS. THE AVERAGE AGE AT KEESLER IS 18.2 YEARS



THE MAYOR, Hart Chinn, who once ran gambling games himself, proudly told the Senate committee that under his administration gamblers pay the city \$12.50 per slot per month, instead of \$15.

BILOXI'S HAND IS

Senators end a wide-open town's

Visitors who have traveled the world over say Biloxi is one of the most beautiful places on earth especially with its flowers, shrubbery, majestic moss-draped oak and the magnificent magnolia.

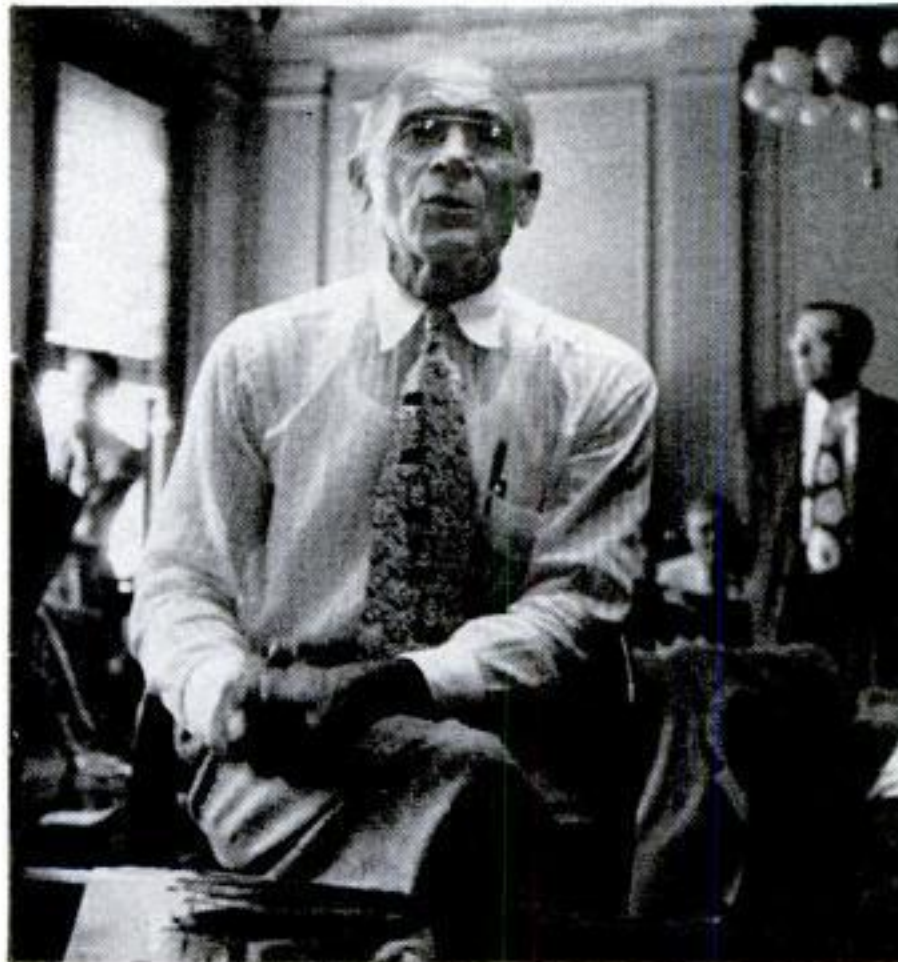
That's what the Biloxi Chamber of Commerce said in a brochure. They could have said a lot more. They could have said that Biloxi, Miss. (pop. 27,000) and environs also had a majestic 1,250 slot machines, 125 magnificent blackjack and poker tables, 28 dice games, five roulette wheels and eight horse-betting parlors. They could have said Biloxi, in a state that bans hard liquor, lets its citizens sell liquor openly in bars and package stores that line Howard Avenue, its main street. They could have boasted the gambling joints, although illegal, offer a splendid opportunity for Biloxi's teen-age girls, who often work as change makers in them, and that they are well run because the guards and bouncers are off-duty policemen. What supports this mushrooming industry and thus a good part of



LAWYER SIDNEY A. JOHNSTON, WHOSE CLIENT,



THE GENERAL in charge of Keesler, Major General James Powell, pleaded that if he made all the Biloxi areas with slot machines "off limits" his men could go almost nowhere, not even to the bus station.



THE BUSINESSMAN, Pete Leonetti, one of whose establishments is a bus stop for Keesler buses, said that the slots had earned him "over \$10,000 a year," but he refused to tell the committee how much over.



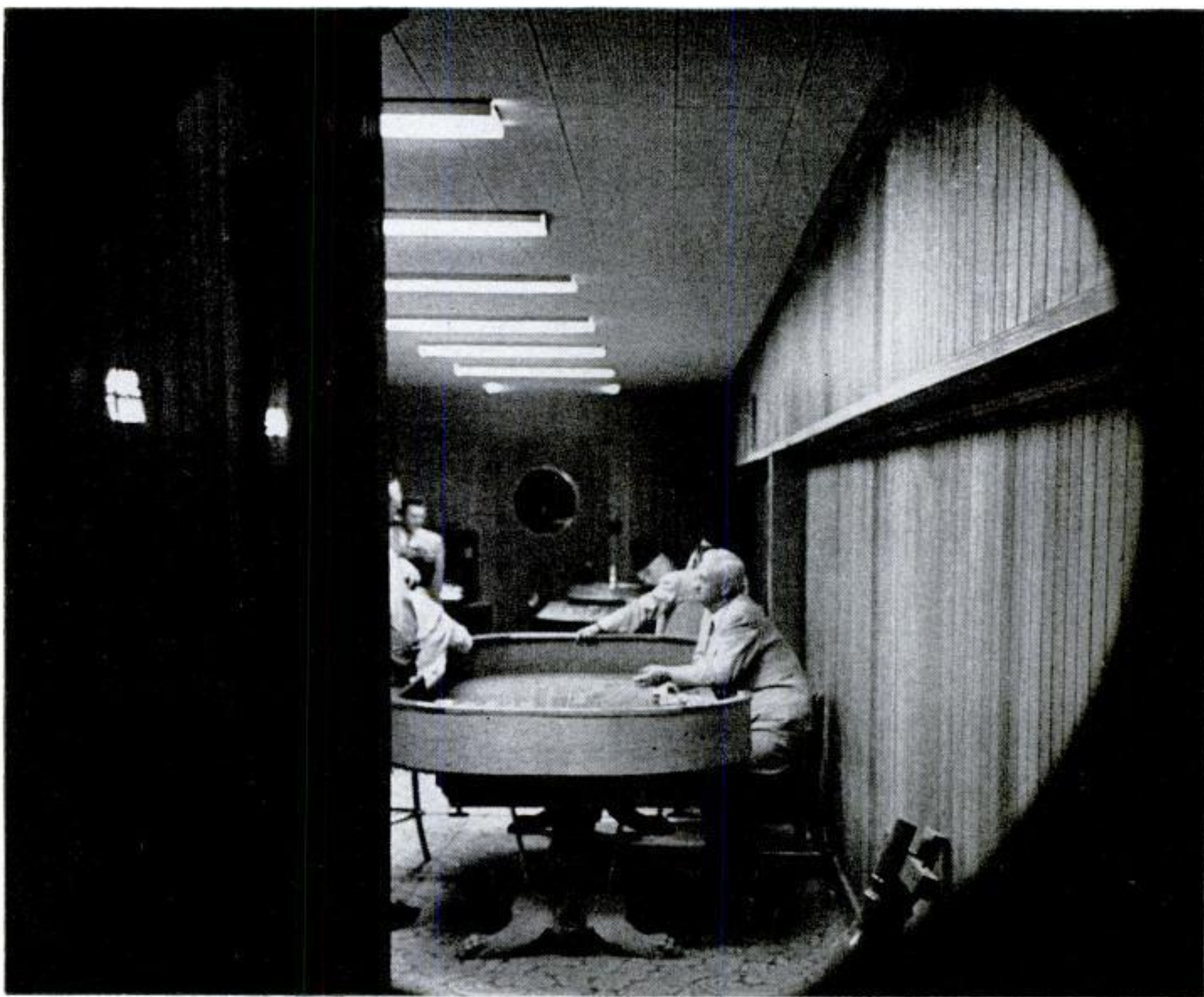
THE POLICE CHIEF, Earl Wetzel, said he collects the monthly "fines" of \$12.50 per slot assessed against operators, explained gamblers were never fingerprinted because "we know all these people."

CALLED AT LAST

bilking of airmen—for a while

Biloxi, is nearby Keesler Air Force Base with its more than 25,000 air trainees who draw \$4 million-a-month pay and pour possibly \$1 million of it into Biloxi's slots and gambling tables.

Last month LIFE photographer Robert Kelley photographed some of this and shortly after the Senate subcommittee on preparedness, investigating the effect of Biloxi's casual municipal morality on Keesler personnel, subpoenaed the pictures, samples of which appear at left and right as evidence. The committee headed by Senator Lester Hunt (D) of Wyoming heard some remarkable testimony from leading Biloxi figures (above). Afterward it recommended that the Air Force tell the Keesler commandant to make Biloxi's gambling premises off-limits to his men. Moreover, Harrison County Sheriff Laz Quave, possibly alarmed by the Senate committee, took trenchant action. He announced gambling must close up for as long as he is in office. He leaves office in two months.



SEEN THROUGH A WINDOW, ATTRACTIONS OF A DICE-BLACKJACK NIGHTCLUB BECKON TO CUSTOMERS



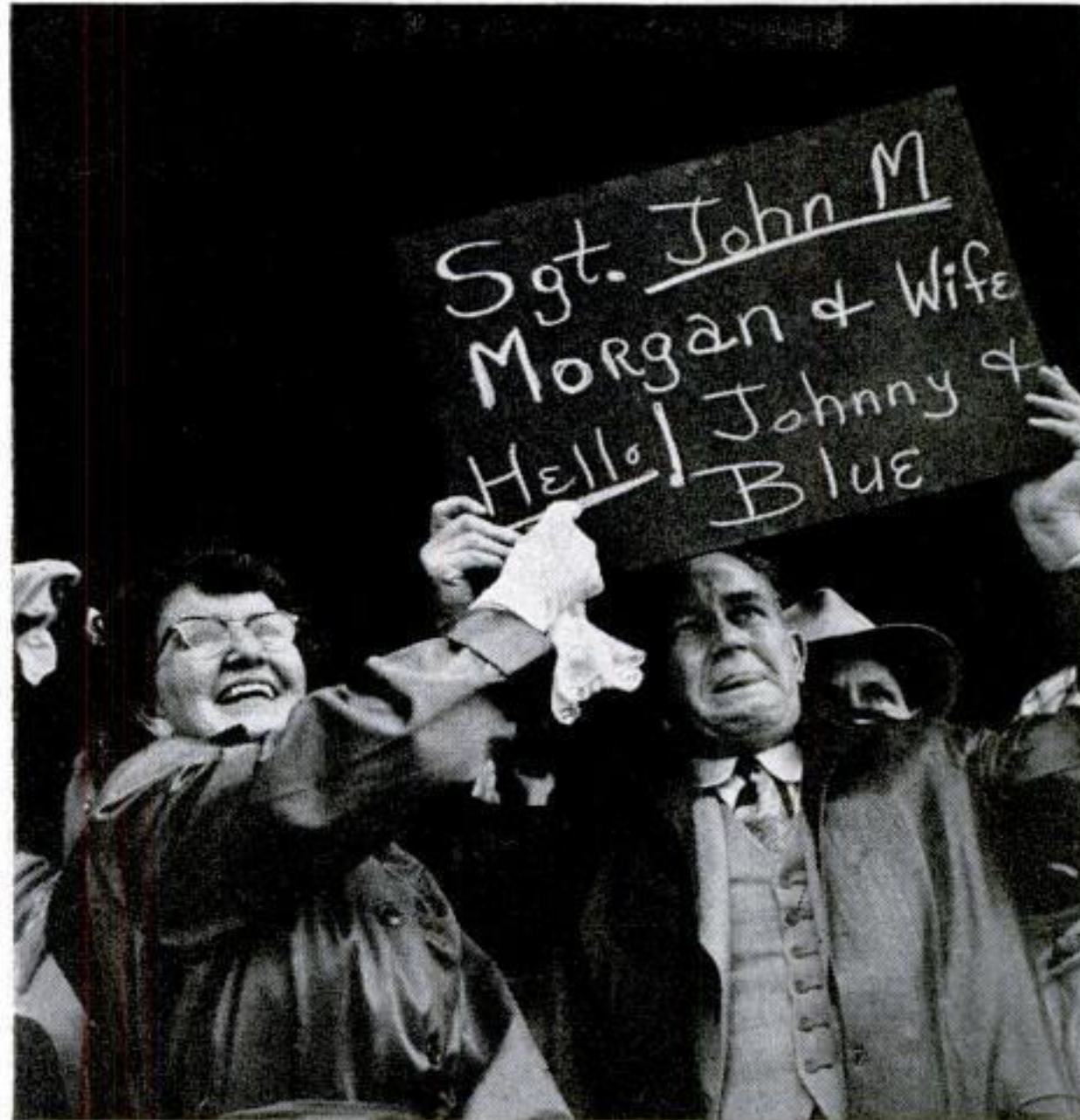
GAMBLER MICHAEL MICKOUL, WAS SUBPOENAED BY COMMITTEE, BETRAYS MANY EMOTIONS WAITING FOR HIM TO TESTIFY. MICKOUL WAS NOT CALLED, HOWEVER



PARENTS OF THE COUPLE



BLUE'S PARENTS, who are still alive, profited from farming and moved to Seoul.



JOHNIE'S PARENTS wave a sign with Johnie's name misspelled. Father, who works in Navy Yard, took day off to greet Johnie and Blue.



GIFT of Korean clothes, from Blue's parents, is tried on by Mr. and Mrs. Morgan.

A WAR BRIDE NAMED 'BLUE' COMES HOME

Sgt. Johnie Morgan returns to the U.S. with a Korean wife who once walked 200 miles to be with him

As the troop transport *General M. M. Patrick* pulled into Seattle's harbor, the band on the dock loudly struck up *Here Comes the Bride*. Crowds cheered excitedly, whistles tooted. Seattle and the U.S. were welcoming the first Korean war bride to arrive in America, Mrs. Johnie Morgan, home with her sergeant husband.

To soldiers in Korea Mrs. Morgan had been known as "Blue" because when she refused to tell them her name (it was Lee Yong Soon) they said, "Okay, you've got a blue sweater on so your name's Blue." She first met Johnie Morgan (he was christened "Johnie," not "John") in Seoul in 1949 where Blue worked for the U.S. Army as communications supervisor. By the time Korea was a word on the lips of every American, Johnie and Blue were in love. But love in Korea in 1950 was precious and brief. In late

June, with the North Koreans coming in on Seoul, Johnie's outfit withdrew 200 miles south to Pusan, and Blue was left behind. Three weeks later, her feet bare and bleeding, Blue reached Pusan and Johnie Morgan. She had walked across country to Johnie. "I knew then," says Johnie, "how much I loved the kid," and he asked her to marry him. It took five months for marriage permission to clear the Army. Then after their wedding last Valentine's Day, which is Blue's birthday, Johnie passed up innumerable chances to return to the States until Blue's papers could be cleared.

Before the transport docked in Seattle a little boat pulled alongside and an official greeter climbed aboard to give Blue a \$100 U.S. savings bond—a homecoming gift from the city of Seattle. When the couple came ashore, Johnie's mother rushed up to kiss Blue. "I'm so glad you're here," she said.



WALKING DOWN gangplank, the couple recognizes Johnie's parents at bottom.



EATING DINNER, family sits at a table in the kitchen. Before meal was over, Blue overcame shyness, began correcting Johnie's manners.



GETTING HINTS on Johnie's favorite, Blue learns recipe for Carolina-style gravy.

THE BAD, BAD WHISKY BLUES

Lethal Atlanta bootleg kills 35

Generally the residents of Summerhill, Peoples-town, Blackbottom and Buttermilk Bottom, Atlanta's Negro ghettos, like to sing the *Bad, Bad Whisky* blues at their parties:

Bad, bad whisky, Bad, bad whisky
Bad, bad whisky, made me lose my happy home.

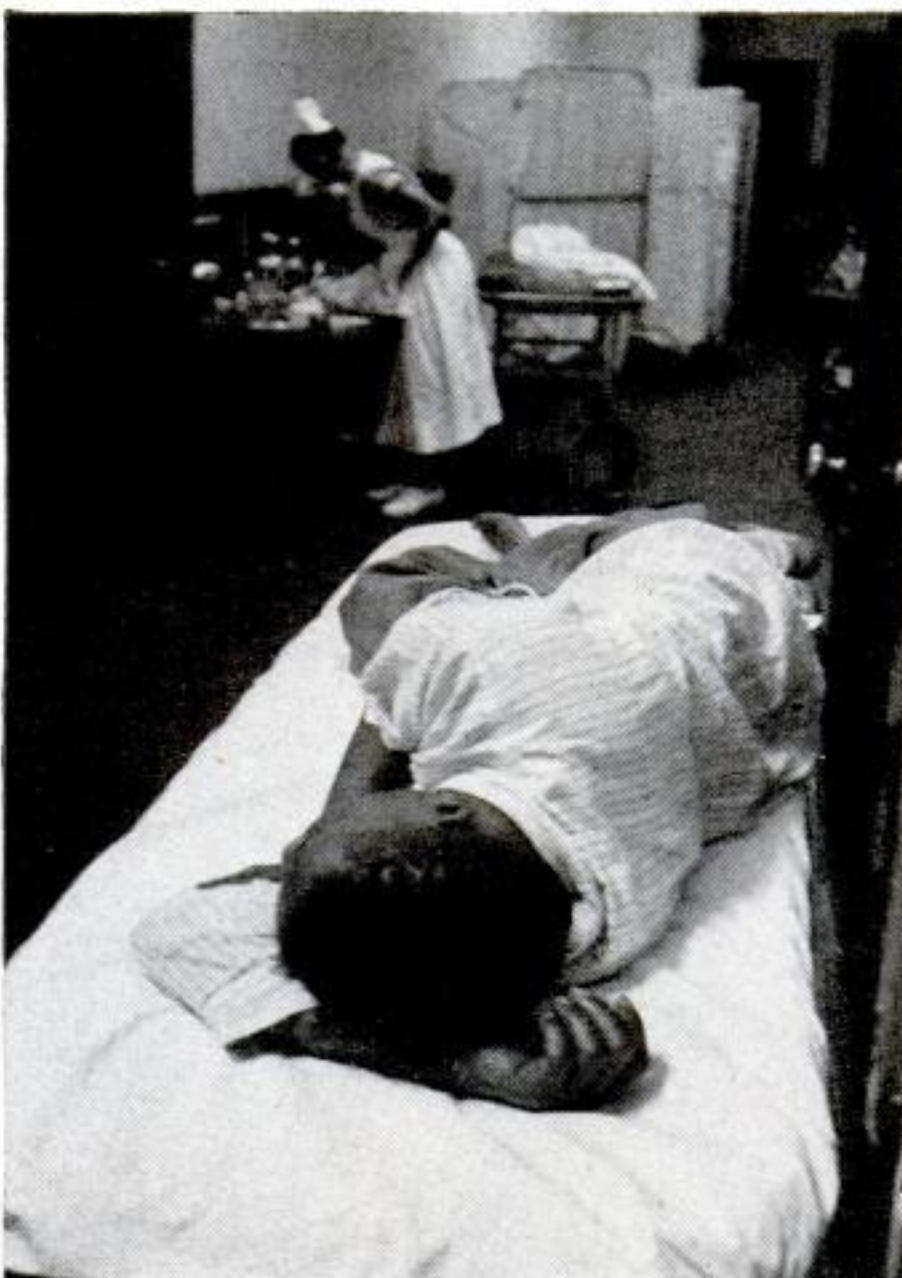
But last week the sound trucks were driving slowly around the streets playing the song and sounding a warning against the bad, bad whisky that a fat man named Hardy had sold.

John Richard "Fat" Hardy was one of the biggest white men in Atlanta. Long-yellowed FBI records weighed him in at 360 lb. Like any experienced bootlegger, he knew that a lot of Atlanta's Negroes could not afford the price of "gov'ment" whisky. One Friday, before a big weekend, Hardy drove to an Atlanta drug wholesaler and, according to police, picked up 54 gallons of methyl alcohol. The label read: "May be fatal or cause blindness." Fat had explained it was for his filling station. Then he drove to a lonely farm and with two friends made an effortless 77 gallons of phony moonshine which were distributed to three "retailers" at \$4.50 a gallon.

The first drinker to die—near midnight on Sunday—was Elijah Foster. Another died two hours later. By Monday noon a queue of frightened, tortured people was at the door of Grady Memorial Hospital. Some writhed helplessly on stretchers; some were blind. All were afraid they were going to die and by week's end 35 had. When Fat Hardy heard the news he stuffed money in his pockets and drove out of town. Later, heading north, he hit a truck, smashed an arm, wound up in Piedmont Hospital (left). There he was recognized and charged with murder.

FAT BOOTLEGGER, John Hardy, stares sullenly from his hospital bed. His record already includes

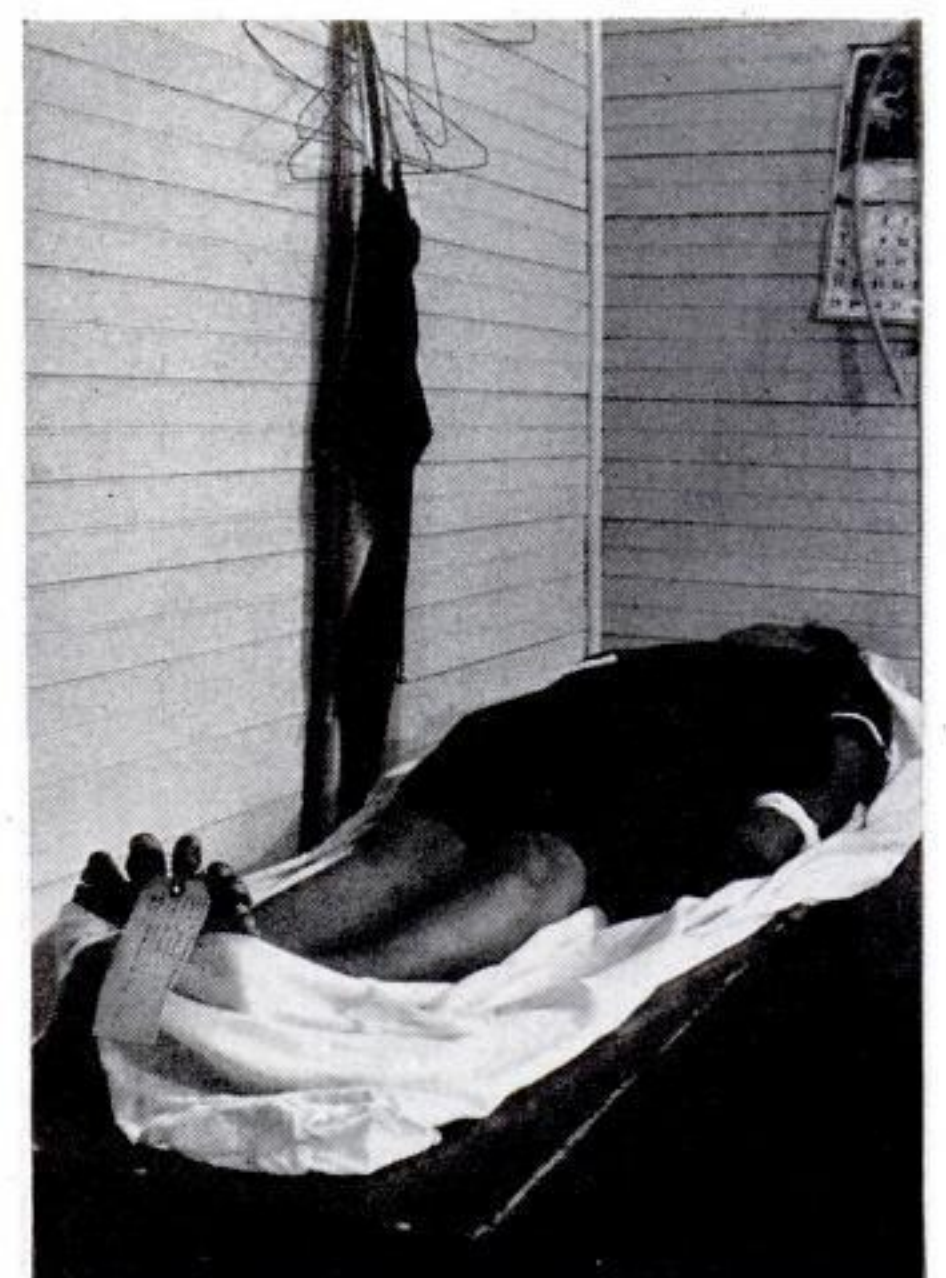
six bootlegging convictions and a 5-10 year conviction for killing a Negro which was later reversed.



SLEEPING VICTIM got bicarbonate and solution of glucose to counteract poison. He recovered.



THE EVIDENCE, alcohol drum and barrels which police charged Hardy used, is examined by detective.



DEAD VICTIM was treated, had apparently recovered and was sent home. But next day she died.

Like Chicken?

Then you'll like these 4 Chicken Soups of Campbell's

ALL DIFFERENT...
ALL DELICIOUS...
ALL RICH WITH CHICKEN

When you serve chicken at your table you no doubt vary it—sometimes have it roasted, sometimes fried, sometimes fricasseed, occasionally stewed. So, in chicken soups, Campbell's offer you four kinds for your choice—each one different in recipe but all equally delicious and nourishing. Read about them below. Then try them in turn. Once you do, you'll call all four your favorites.



Rich chicken broth and fluffy RICE

Deep chicken flavor throughout—in the broth, in the rice and, of course, in the tender pieces of chicken so generously added.

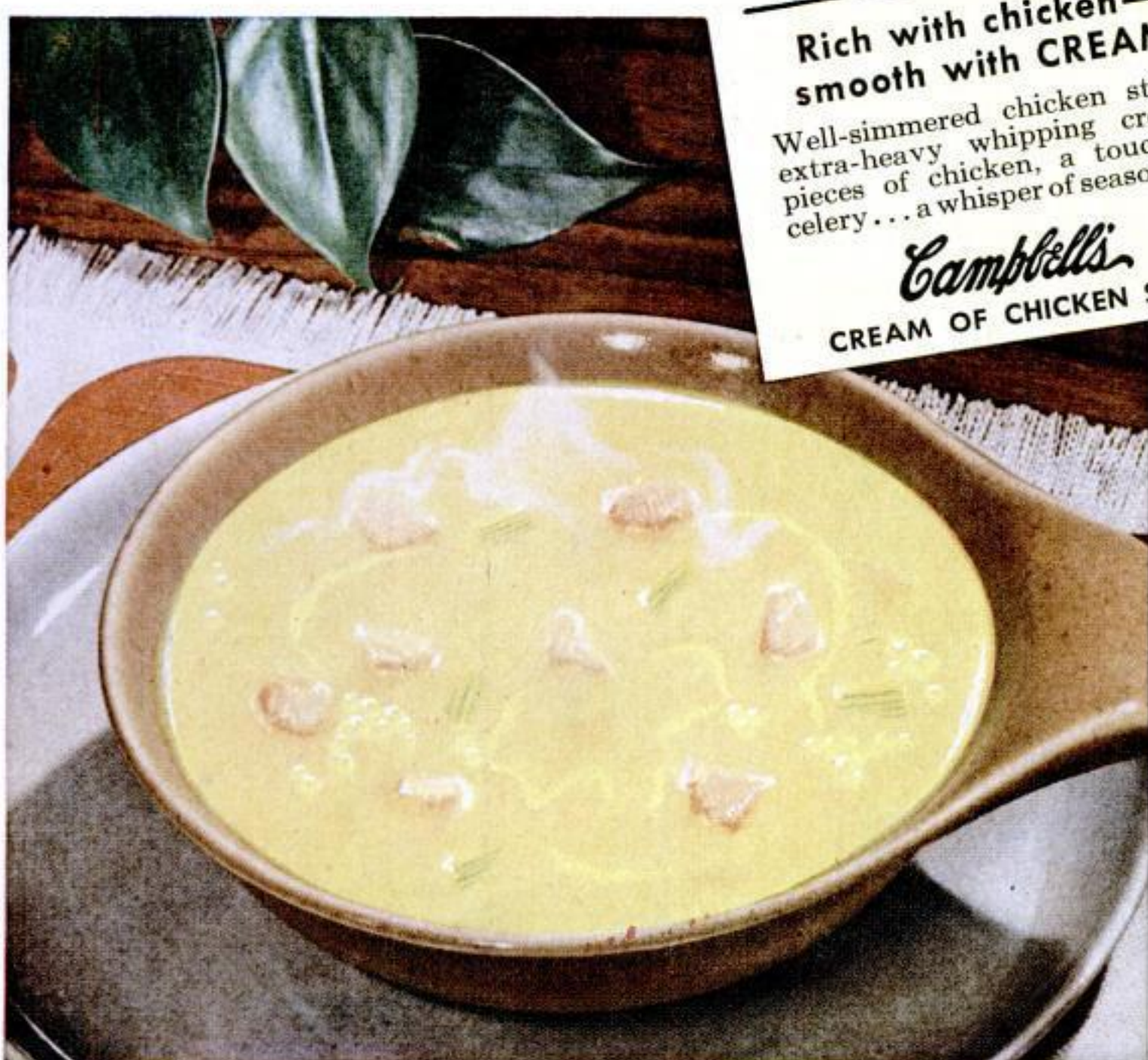
Campbell's
CHICKEN WITH RICE SOUP



Chicken? Yes indeed! with VEGETABLES

Excitingly different chicken soup, New Orleans style: chicken stock, okra, tomatoes, other vegetables—savory herbs.

Campbell's
CHICKEN GUMBO SOUP



Rich with chicken—smooth with CREAM

Well-simmered chicken stock, extra-heavy whipping cream, pieces of chicken, a touch of celery... a whisper of seasoning.

Campbell's
CREAM OF CHICKEN SOUP



Full-flavored chicken stock, with NOODLES

Made in the American Colonial tradition—gleaming chicken broth, golden egg noodles, lots of tender pieces of chicken.

Campbell's
CHICKEN NOODLE SOUP





Leonard P. Lord knew a good thing

For a Small, High-Quality Car, He Saw a Great American Future

For years, it had been generally accepted that there was no appreciable market for a really *small* motor car in America. But astute Leonard P. Lord, head of Austin Motor Company, Ltd., of England, believed that such a car—if built with precision, ruggedness, and quality—would

sell in America. He introduced the Austin Devon to this country in 1947. Americans were quick to welcome its economy and performance. Today, the thousands of Austins sold by more than 1000 dealers in America are tribute to Mr. Lord's recognition of a *good thing* when he saw it!



If you know a good thing in whiskey...

you'll instantly recognize the superiority of **HUNTER**, long famous as America's luxury blend. Its flavor is so distinctive that no one has been able to copy it in over 91 years.

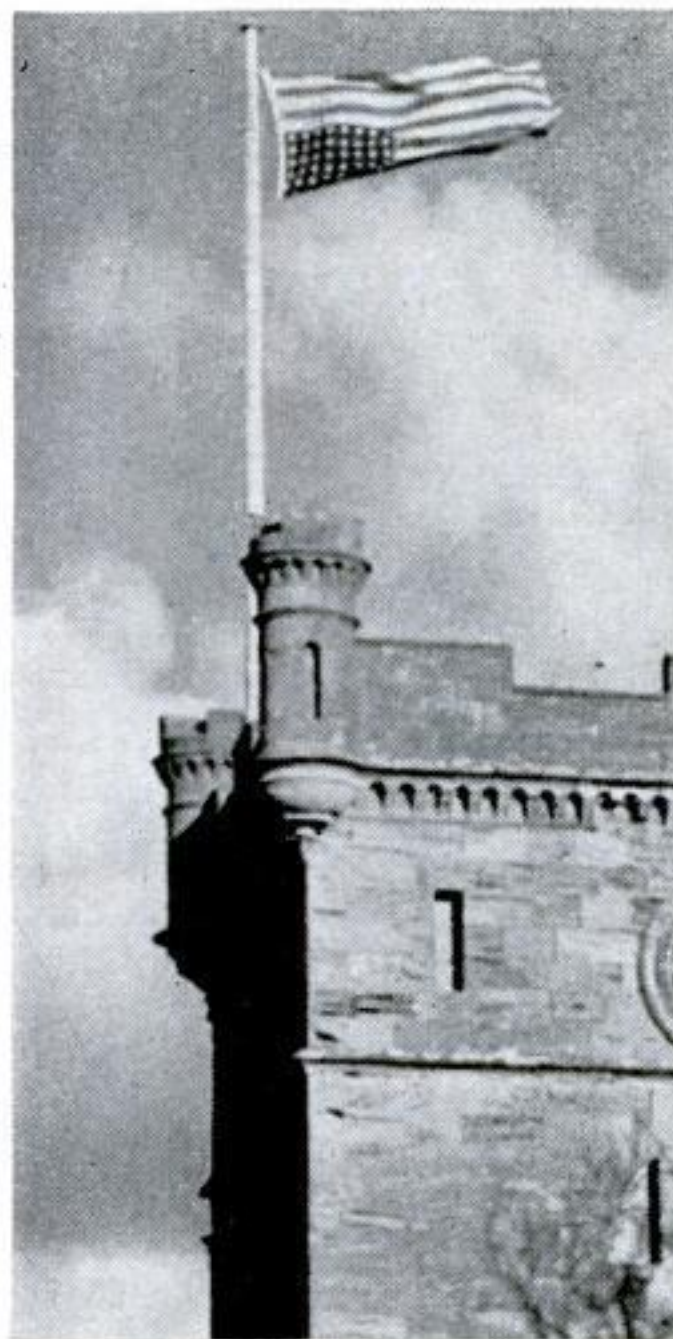
Hunter-Wilson Distilling Co., Inc., Louisville, Ky. Blended Whiskey 86.8 Proof. 65% grain neutral spirits.



PEOPLE

THE GENERAL AND THE UPSIDE-DOWN FLAG

General Eisenhower went up to Scotland last week to take a few days' rest in the apartment in Culzean Castle, Ayrshire which the people of Scotland gave him for his lifetime use in 1945. His car was practically at the castle gates when someone noticed that there was no flag flying on the battlements. An eager castle worker grabbed the Stars and Stripes and with fumbling hands attached it, gave a hoist and then turned to look down at the distinguished guest. The guest looked up and what he saw (*right*) made him gape. "By golly," he said, "they've got my flag upside down." Before anyone could freeze in horror, Ike smiled, everybody smiled, the flag was righted in record time, and the Eisenhower vacation began without further incident. The general and his wife, Mamie, it was announced, would spend their time resting, fishing and painting. But no word came from Culzean Castle on what most people regarded as the week's principal Eisenhower news: a front-page editorial in the New York *Herald Tribune* saying that his "qualifications for the Presidency are unique." Along with the founding of Eisenhower-for-President clubs throughout the country, the campaign was thus openly launched to get Ike the Republican nomination for 1952.



new 1952
Waterman's
Ball Pointer
30-DAY
TRIAL

Biggest Value ever!

NEW!
Metal cap

NEW!
Sure-grip clip

NEW!
Long-lasting ink cartridge

NEW!
Non-smudge ink



YOU RISK NOTHING!

• Here's one ball point pen that doesn't leak, doesn't scratch, can't "skip," rip or stop! The 1952 Waterman's Ball Pointer is a fine writing instrument in the best Waterman's tradition. Costs only \$1. Buy it on 30 Days Trial at no risk whatever! 5 beautiful colors, 2 convenient sizes. Get a Waterman's 1952 Ball Pointer and forget your writing troubles! At all Dealers.

say
Waterman's

CONTINUED ON NEXT PAGE

Post's SUGAR CRISP

CLIMBIN' EVER HIGHER IN FAVOR!

Timber-rr!

Everybody's fallin' for Post's Sugar Crisp! It's dandy as a cereal—and you need no sugar. Just add milk or cream and watch everybody go for it!

You're never stumped for snacks with Sugar Crisp around! Try it—there's wholesome wheat for nourishment and a special honey-and-sugar coating for flavor and quick energy!

Get on the trail of Sugar Crisp! You'll eat it like candy—munch it right out of the box. It's a crispy treat that's hard to beat! Get Post's Sugar Crisp today!

Another DELICIOUS Post Cereal—Taste them all in Post-Tens!



A Product of General Foods

AS A CEREAL IT'S DANDY—
FOR SNACKS IT'S SO HANDY—
OR EAT IT LIKE CANDY!

PEOPLE CONTINUED

FOUR HOLLYWOOD VETERANS

The Broadway season, which had hitherto been lightweight when it wasn't dull, suddenly reached excitement last week with a single performance at Carnegie Hall. It was a play, or part of a play, by G. B. Shaw, *Don Juan in Hell*, but it looked more like an old-fashioned Chautauqua lecture session. Four Hollywood actors stood at separate lecterns, reading, without benefit of costume, scenery or other trappings. *Don Juan* is the seldom-performed, two-hour-long third act of *Man*



CHARLES BOYER as Don Juan serves as Shaw's mouthpiece, expressing his hatred of convention and hypocrisy and his final paradoxical faith in mankind.



CEDRIC HARDWICKE as the Statue complains that Heaven is full of Englishmen who are only there because they think they owe it to their position.

GO TO HELL ON BROADWAY

and *Superman*, in which the familiar characters of the old legend—the philandering Don, the betrayed Doña Ana, the avenging Statue—meet in the lower world and have a long chat with the Devil on life, love and metaphysics. It is brilliant talk and, as read by the quartet of fine performers, has proved sensationally popular in a long tour around the U.S. Originally planned for a series of one-night stands in lecture halls, it now sweeps on to Broadway late this month for a four-week run.



AGNES MOOREHEAD as Doña Ana expresses surprise because she feels no pain in Hell, leading Don Juan to say this proves she was made to live there.



CHARLES LAUGHTON as the cynical Devil says with a knowing smirk, "The world cannot get on without me; but it never gives me credit for that."

CONTINUED ON NEXT PAGE

Put on full-bloom curves
... as easily as you add lipstick ...
with this fabulous new Bra by Flexee's!
Full-Bloom is lighter than any padded
bra; dries almost as fast as nylon
hosiery! See, for yourself, how
Full-Bloom has Nature's own look!
Of nylon taffeta with Dacron! ...
A and B cups, \$3.95
Lovely strapless style, too.



Average—as well as small—
figures need FULL-BLOOM
for a superb, rounded shape

*Pat. and t.m. app. for
tDu Pont t.m. reg.

flexee's®

Send for helpful Booklet: "HOW TO WIN FIGURE BEAUTY." FLEXEE'S, 417 Fifth Ave., N. Y. 16, Dept. L1



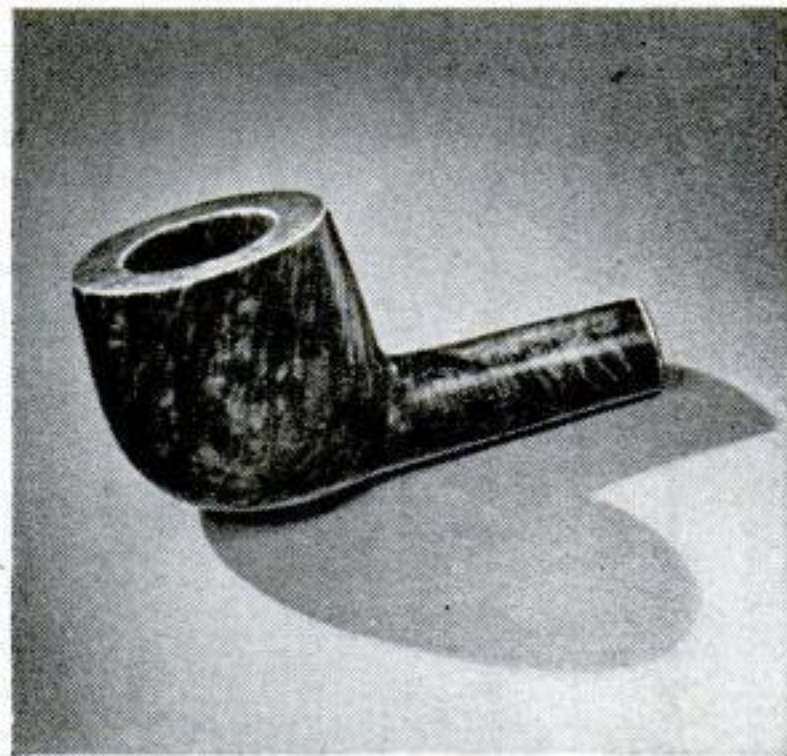
Doctors warn smokers about throats. Kaywoodie's Three Throat-Guards give extra throat protection.



FIRST THROAT-GUARD: "Wider-opening" bit. Spreads out smoke. No hot smoke to "bite" tongue.



SECOND THROAT-GUARD: Patented "Drinkless" device. Cuts down irritating tars, keeps pipe lit longer.



THIRD THROAT-GUARD: World's best briar. It's specially heat-resistant, porous, makes smoke cooler.

GUARD THAT THROAT, DOCTORS SAY!

• *Only KAYWOODIE pipes have these Three Throat-Guards for extra throat protection!*

Don't gamble with your throat! Kaywoodie has *three* Throat-Guards working for you, protecting your throat as no other smoke can. They reduce tars and make smoke cooler.

And just hold that Kaywoodie! Feel the satin-smooth briar. It's the world's best. Admire it as you would the finest piece of sculpture.

And what a real smoke a Kaywoodie gives you...what a man's smoke! Plus so much extra throat protection!

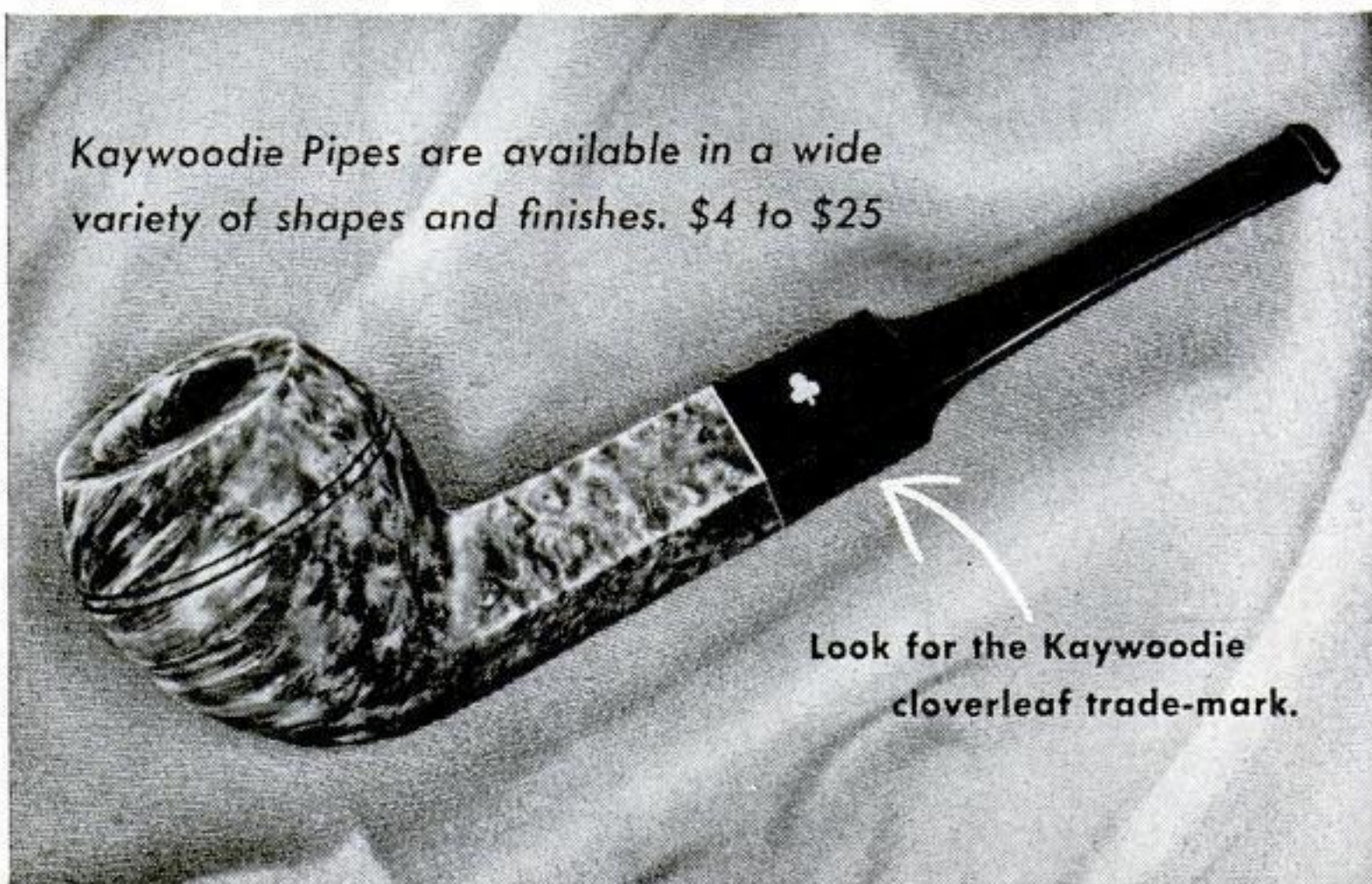
Kaywoodie imports the finest briar—and then throws 90% of it away. Keeps only the finest 10%, the very heart, for cool, sweet smoking.



KAYWOODIE

NEW YORK • LONDON • SINCE 1851

Kaywoodie Pipes are available in a wide variety of shapes and finishes. \$4 to \$25



Look for the Kaywoodie cloverleaf trade-mark.



NEW PREMIER OF PAKISTAN

The new prime minister of Pakistan, succeeding the murdered Liaquat Ali Khan, is this pleasant, portly gentleman, 57-year-old Al-Haj (meaning that as a devout Moslem he has made the pilgrimage to Mecca) Khwaja (meaning about the same as sheikh) Nazimuddin. An able, easy-going veteran of many political and administrative jobs, he promises to maintain the policies of moderation which have kept Pakistan stable in the explosive Moslem world. Greatest threat to its stability remains the question of the disposition of Kashmir, over which fanatics in both Pakistan and India want to start war. Like Nehru, head of the rival country, Nazimuddin is of Kashmirian descent, was educated at Cambridge, has the manners of an upper-class Englishman. But unlike the agnostic Nehru he is a deeply religious man who never touches a drop of alcohol; his wife lives secluded from the world in strict purdah.

Community

...for keeps



jon whitcomb

Brides! For keeps, you'll cherish distinguished Community* silverware! No waiting for "place settings." Services for 8 as low as \$55.75.

YOUR JEWELER HAS COMMUNITY... THE FINEST SILVERPLATE

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FAMOUS *Sealtest* NOW IN COLORFUL EASY-TO-

Here's your color guide to America's finest dairy products

Colorful picture packages for ice cream! Quickly spot your favorite flavor...packed with extra goodness...made with pure cream, sun-ripened fruits, and blended to SEALTEST perfection.

Your color key to milk and cream! Each has its own identifying color...milk, cream, buttermilk, chocolate, etc.... and each is tops in taste and food value.

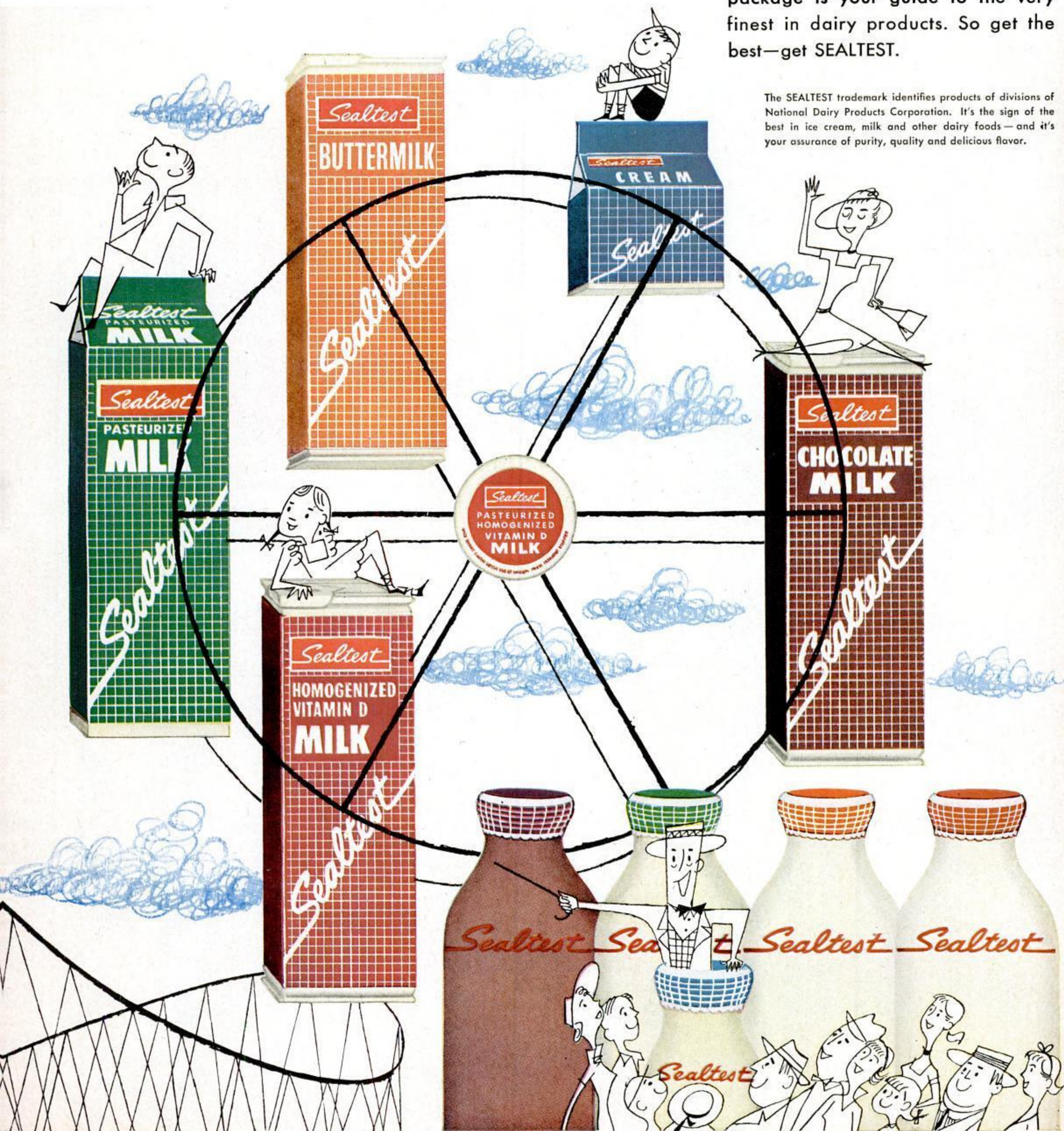
Colorful cottage cheese cartons! Blue for Creamed Cottage Cheese...green for "Flavored" Cottage Cheese...brown for "Special" types of Cottage Cheese...each is the freshest of cottage cheese with protein equal to finest beef.



DAIRY PRODUCTS SELECT PACKAGES

Striking new packages make it easy to select your SEALTEST favorites and save you shopping time . . . sparkling colors with eye-appeal to match the extra goodness of SEALTEST taste-appeal. Each bright new SEALTEST package is your guide to the very finest in dairy products. So get the best—get SEALTEST.

The SEALTEST trademark identifies products of divisions of National Dairy Products Corporation. It's the sign of the best in ice cream, milk and other dairy foods—and it's your assurance of purity, quality and delicious flavor.





One **TASTE** is worth a thousand pictures —
thanks to —

Spaghetti and Meat Balls — Hunt Style

ONE taste? Mother, your family will never stop with one taste of this savory, savory dish!...

So give 'em BIG servings! They'll love it — down to the last drop of rich, savory sauce!

The recipe's *easy*. And low in cost, for Hunt's Tomato Sauce costs but a few cents a can. Get a few cans and try it!

*3/4 cup chopped onion 1 clove garlic, minced
4 tbsp. oil or drippings*

Lightly brown onion and garlic in hot oil. Then take:

1 lb. ground beef 1 tsp. salt

Add salt to meat, mix lightly. Form into

small balls and brown in pan with oil. Then add:

*1 can Hunt's Tomato Sauce 1/4 tsp. pepper
1 cup water 2 tsp. Worcestershire sauce*

Cover pan and simmer 40 minutes. Pour over hot spaghetti (8-oz. pkg.) and sprinkle with grated cheese. Serves 4.

When you add Hunt's Tomato Sauce to your recipes, it's like *doubling* your cooking skill. Bright new flavor — new family enjoyment of your dishes. Add Hunt's to meat loaf, casseroles, stews, fish, leftovers! Costs but a few cents a can.



For breakfast or dessert — Hunt's Heavenly Peaches

Hunt- for the best

Hunt Foods, Inc., Fullerton, Calif.



DEVOUT THROG WATCHES PROCESSION OF BISHOPS LEAD IMAGE OF THE VIRGIN OF FATIMA OVER PLAIN WHERE VISION APPEARED TO CHILDREN 34 YEARS AGO

A MILLION FAITHFUL AT FATIMA

Pilgrims commemorating famous miracle hear word of papal vision

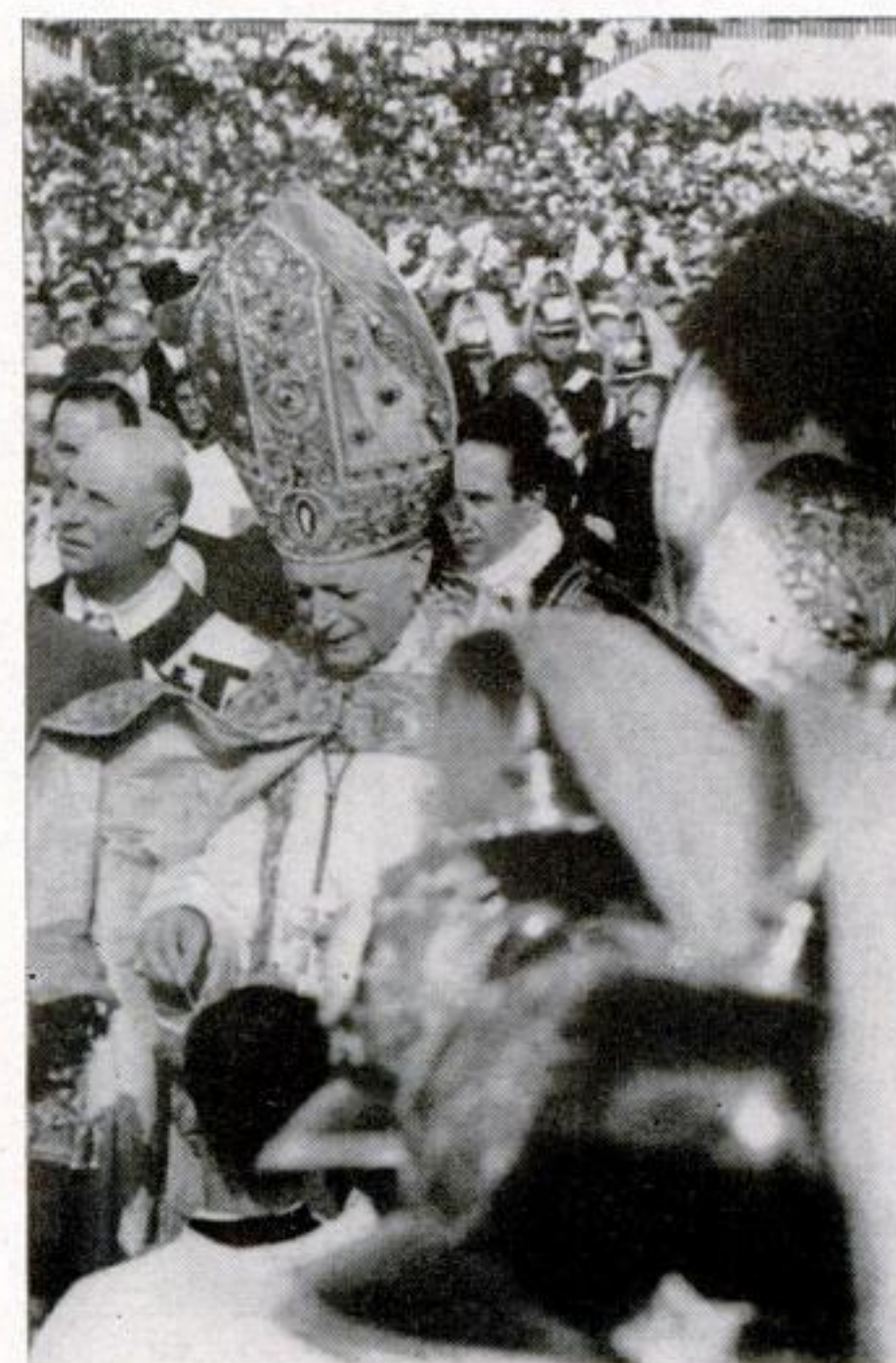
Last month a million Catholics converged on the tiny village of Fátima northeast of Lisbon. Ten percent of the population of Portugal was there, along with people from almost every other country in the world. They had come to the shrine which in the last few years has replaced Lourdes as the most popular center of pilgrimage in Christendom.

Thirty-four years ago at Fátima three children herding sheep saw visions of the Virgin Mary, who predicted the end of the First World War and the coming of a second, and promised that if Russia were consecrated to the Immaculate Heart of Mary, "Russia will be converted and there will be peace." In their climactic vision the children saw the sun miraculously dancing in the sky, a phenomenon which thousands of spectators testified they also saw.

Last month's pilgrimage celebrated the anniversary of this final vision. The pilgrims came

by car and bus, by farm wagon and on foot. They slept in tents, or cars, or in the open. Hundreds, ill and maimed, had come hoping for miraculous cures. All through the night of Oct. 12 Masses were sung before 52 altars. At dawn 200,000 persons received Communion. Loudspeakers blared out a broadcast from the Pope in Portuguese praying for universal peace.

But the big news about the Pope was delivered by Cardinal Tedeschini who reported that only a year ago the Pope himself had had the same kind of vision as the Portuguese children. He had looked directly into the sun and it was "quivering with life, all movement, transmitting mute but eloquent messages to the Vicar of Christ." The Pope would not comment on the report nor tell what the messages might have been. Equally hidden was the Virgin's last prophecy to the children; it is written in a sealed letter which will not be opened until 1960.



PAPAL LEGATE Cardinal Tedeschini blesses the crowd after sermon which reported Pontiff's vision.

Heard the Big News?

GAINES MEAL NOW HOMOGENIZED*



* Made by a unique Gaines process combining all ingredients into crunchy little nuggets absolutely uniform in nourishment and texture. In each nugget are all the food essentials known to be required for balanced nourishment.

MORE APPETIZING — MORE NOURISHING

More abundant meat, milk, and fish proteins—HOMOGENIZED!

**You can SEE, FEEL,
SMELL the difference.
It's HOMOGENIZED!**

SEE ... no flakes, no powdery "dust" ... doesn't get pasty or pack down.
FEEL ... the crunchy, tempting texture. You can actually feed it dry. And if you feed it moistened, no soaking or stirring is required.
SMELL ... the appetizing aroma—so clean and wholesome, so pleasant to feed.

A Product of General Foods

New Homogenized Gaines Meal is unlike any dog food you have ever known. Never a meal more appealing to dogs. Or so easy to feed. Never a dog food more thrifty. It nourishes every inch of your dog—it's HOMOGENIZED to help dogs to sturdier bodies and bounding energy. Its wealth of proteins, food energy, vitamins and minerals is uniformly available in every tempting crunchy nugget.

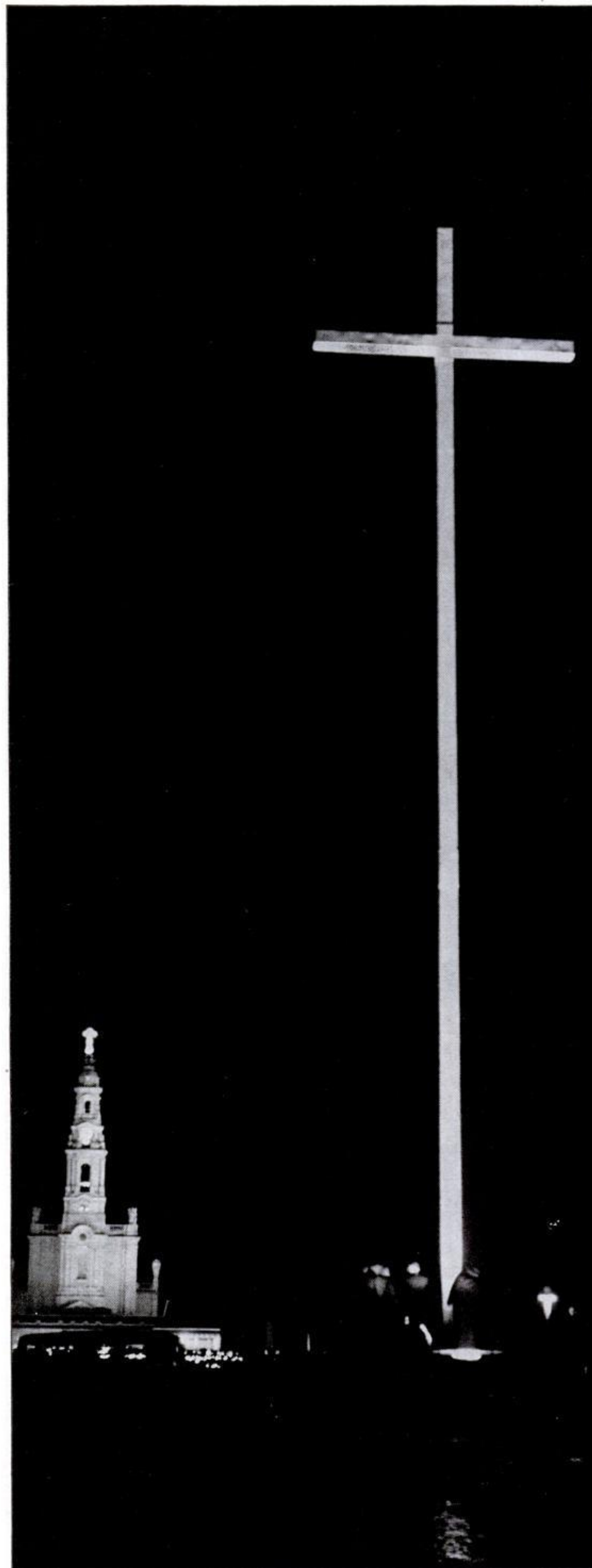


Gaines

America's
Largest-Selling
Dog Food!

Now **HOMOGENIZED!**

Fátima CONTINUED



GIANT CROSS rises above the throng of pilgrims as they keep vigil through the night of Oct. 12. Normally the only illumination for night ceremonies at Fátima comes from candles in the hands of the faithful. This year there were gasps of astonishment when Portuguese army turned on powerful searchlights.

Serving You in Air Force Blue!

At flying fields, in headquarters offices at home and abroad, smart, well-groomed young women play an important part in keeping the U. S. Air Force a top-flight, smoothly functioning combat force.

Comparatively young, the WAF already has an impressive record of accomplishment. The young woman in Air Force blue shares equal responsibility and opportunity with the other members of the Air Force team—flying personnel, ground crewmen, administrative and medical men and women.

But the WAF has an even greater challenge to meet in the future, for the Air Force is growing fast and the WAF must be ready to handle many more and varied jobs than ever before.

Write WAF, Headquarters, U. S. Air Force, Washington 25, D. C. for a full story of opportunities awaiting you as a member of the United States Air Force. There's a rewarding future for you in Air Force blue.



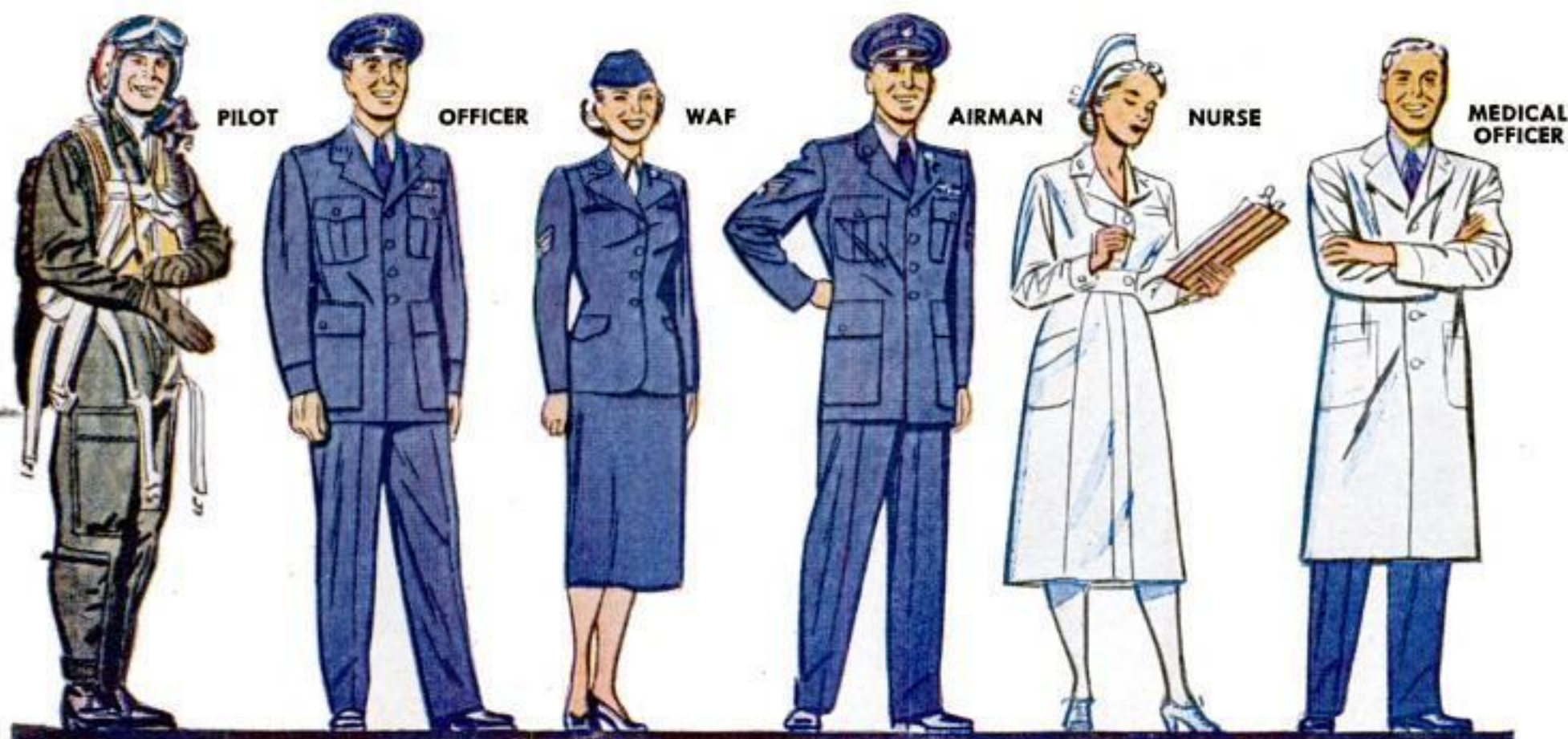
Beside the Locator Chart, this WAF goes over the weather picture with a pilot, informing him of conditions he is likely to encounter on his flight. Combining their skills as members of the Air Force team, they determine a flight plan for him to follow.



Link Trainer operator is another important WAF job requiring specialized abilities. Using the Link Trainer, this young woman helps the pilot check his proficiency in instrument flying and insures the safe, expert handling of aircraft in bad weather.



Another young woman numbers among her duties the preparation of Air Force statistical analyses on an IBM accounting machine. She reflects the important role played by thousands in the WAF who keep the administrative work of the Air Force operating smoothly.



Women with college background may apply for direct commission or Officer Candidate School.



Get the details at your nearest U. S. Army and U. S. Air Force Recruiting Station or write WAF, Headquarters, U. S. Air Force, Washington 25, D. C.



A SITTING ROOM on the second floor will be refinished comfortably and informally. Most of the second-floor rooms have traditional 18th Century furniture.



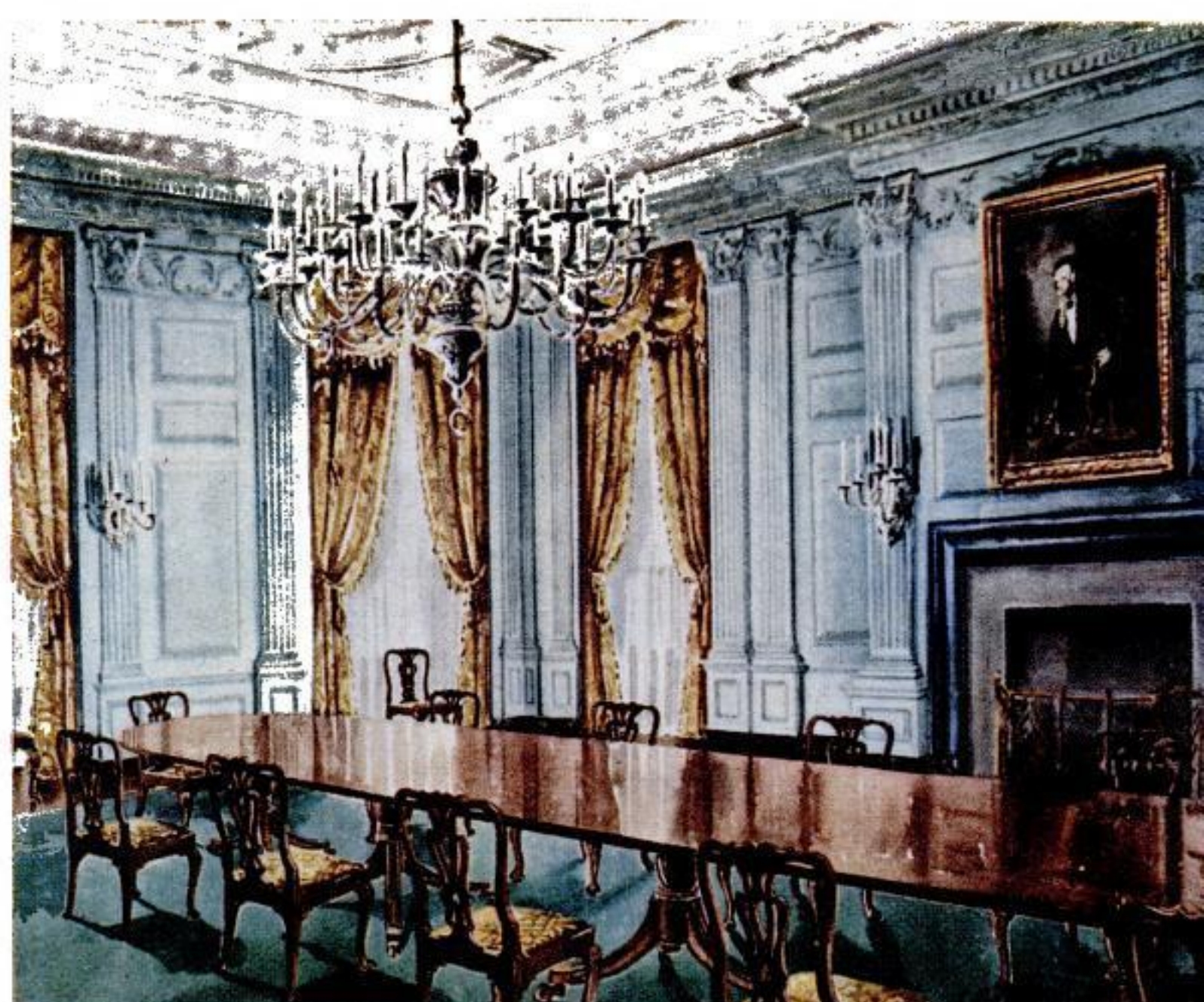
THE BLUE ROOM, an oval room used for state receptions, will be furnished as before but the walls, formerly plain blue, will have this classic gold design.



THE BROADCASTING ROOM for conferences, meetings and radio talks has been made out of the old kitchen, which had become a dining room for servants.



THE LINCOLN ROOM, which contains Lincoln's bed, desk and his marble-topped table, will be yellow instead of white and given new wall-to-wall carpet.



THE WEST ROOM, or state dining room, which has portrait of Lincoln and had dark oak walls, will be painted green and given gold silk damask draperies.

Brightening Up the White House

ROOMS WILL GET NEW OLD LOOK

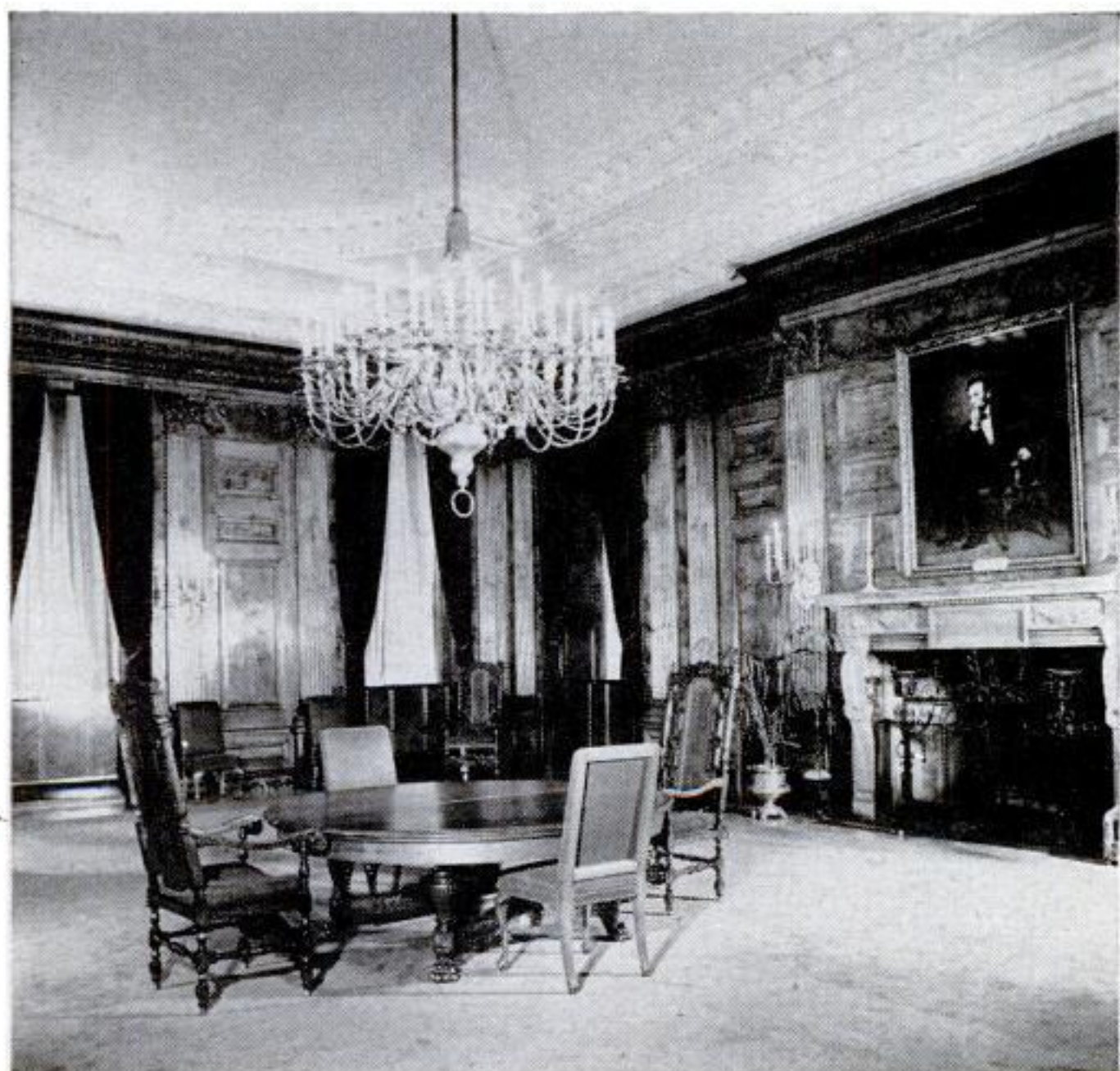
Shortly after the first of the year, if all goes well, the Trumans will be back in the White House. When they look around them much of the old home will seem the same—though certainly cleaner, brighter and far more solid than they remembered it. But actually it will be nearly all new, made so by a \$5.7 million remodeling job begun in December 1949. The builders started by removing all the interior but the third floor, carefully saving the hardware, woodwork and flooring. Then, after stressing the walls and floors with steel, they built the main rooms up again exactly as they were. When they are finished the White House rooms will look as nearly as possible like the drawings, shown on this page, which were made to guide the decorators. And the architects fervently hope the building will not need another major renovation for the next 500 years.



OLD BLUE ROOM, before the alteration job started, was covered in a plain rep material. Its white and gold chairs are now being touched up with gold leaf.



CEILING DESIGN for the East Room is checked by sculptor. The fancy stucco work is being simplified slightly in this room.



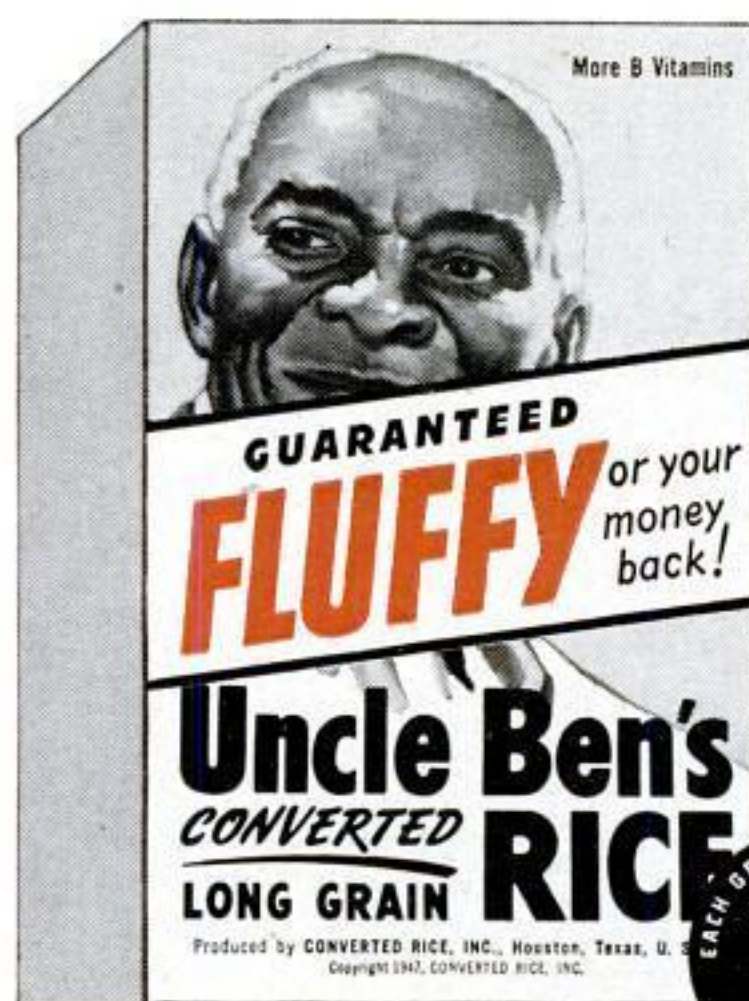
OLD WEST ROOM was dark and gloomy and had a round oak table with claw feet. This has now been replaced by a Hepplewhite table (opposite page).

CONTINUED ON NEXT PAGE

Something
you've been looking for—
Rice that stays fluffy
even when reheated



This is the nutritious rice you've been reading about



Now be confident about rice! Here's rice specially processed to retain its B vitamins and flavor—that cooks up white and fluffy every time. That's the Uncle Ben's story—cooks fluffy, *keeps* fluffy, even *reheats* fluffy. Economical, too. One cup of Uncle Ben's makes four cups of cooked rice. *Guaranteed* fluffy rice!

A special vacuum-pressure process, exclusive with Uncle Ben's, drives B vitamins (ordinarily lost in milling) deep into the grain, makes this rice the easiest to cook, makes it turn out fluffier every time.

"Uncle Ben's" and "Converted" are trade-marks of Converted Rice, Inc.

CONVERTED RICE, INC.
Houston, Texas

©1951, Converted Rice, Inc.

Uncle Ben's **CONVERTED**
LONG GRAIN
RICE

Remember?



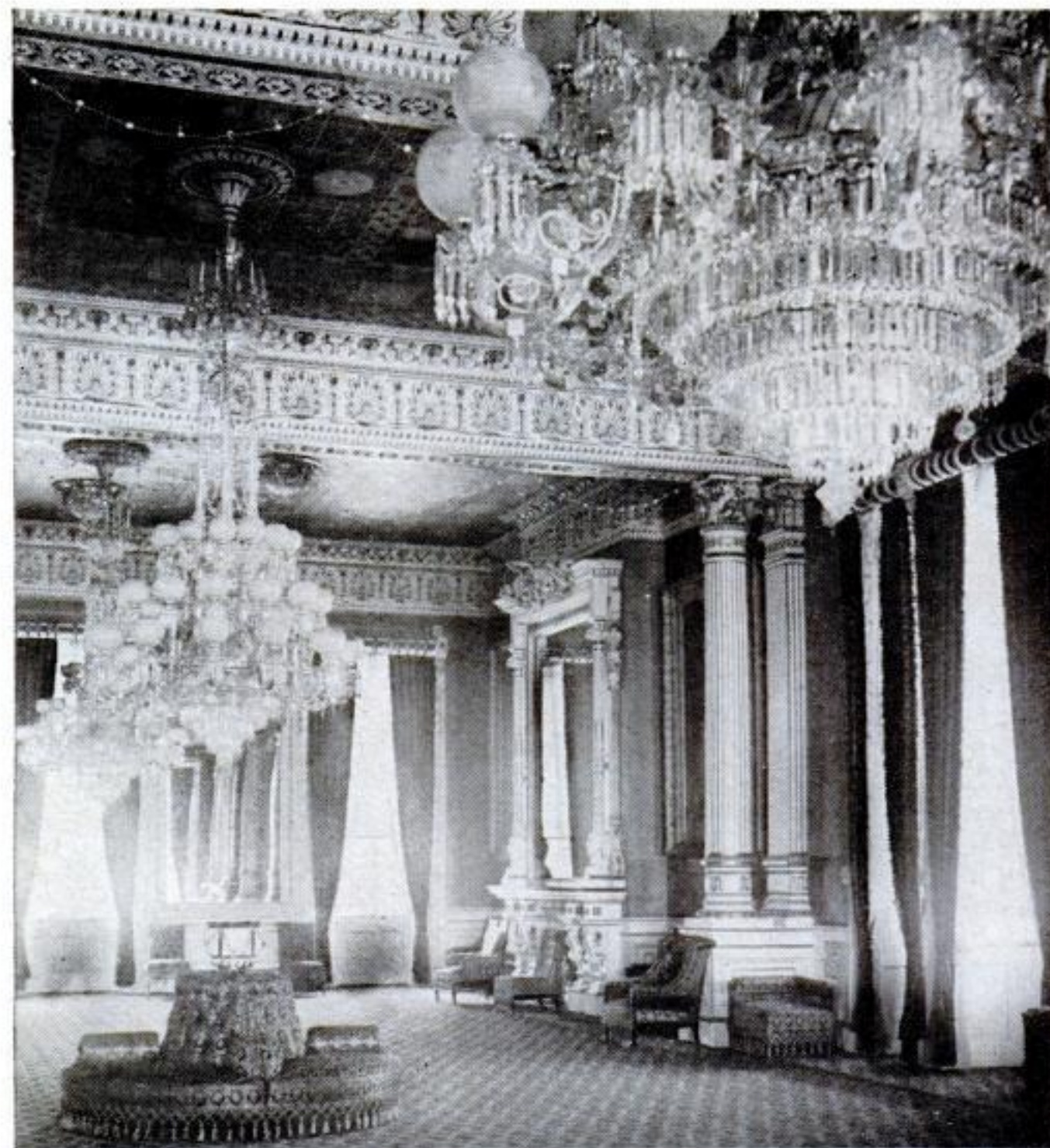
Remember the smell of
hot chocolate cooking . . . the
wonderful thrill of
your first lick from the
spoon? Your first bite of
a Welch's Coconut
Bar will recall that
smell of chocolate in
the pan...its exciting,
satisfying taste.

WHENEVER YOU THINK, "m-m-m
I'd like something g-o-o-d..."



A product of the James O. **Welch** Company, Cambridge, Massachusetts

WHITE HOUSE CONTINUED



OLD EAST ROOM, with sagging ceiling weighted by chandeliers, can hold 1,000 people. In this room bodies of Lincoln, McKinley and Harding lay in state.

IT WAS IN SORRY SHAPE

In the days before he moved out of the White House, Harry Truman was particularly haunted by one awful thought. His bathroom floor sagged whenever he stepped into the tub, and he could see himself, wearing nothing but the tub, crashing through the floor into one of Mrs. Truman's parties. One day, to prove the house was scarcely safe to live in, he had two husky policemen walk about on the second floor while he and the White House architect stood watching the shimmying chandelier in the West Room underneath. But about the worst spot in the place was the great East Room (*above*). It had three huge chandeliers, and the ceiling—which weighed 70 pounds a square foot—had sagged a full six inches. The architect agreed that the ceiling would have to be replaced (*below*) and that the White House needed a going over. First occupied in 1800, it had housed every President but Washington, and most of them had had a crack at changing it. Jefferson added a wine cellar, Fillmore the first real bathtub, and Harrison put in electric light. Theodore Roosevelt gave it an elevator, Mrs. Coolidge a solarium, and Franklin Roosevelt grudgingly agreed to a bomb shelter. But Truman's restoration is the biggest change since the British burned the building. Now the White House will have four new guest rooms and will be completely air-conditioned. Its main stairway will be widened by five feet, its water will be chemically softened and it will have built-in television sets. Even its foundations will be rebuilt. Heretofore they had extended only eight feet down into a bed of pulpy clay. From now on they will reach 20 feet down to hard gravel.



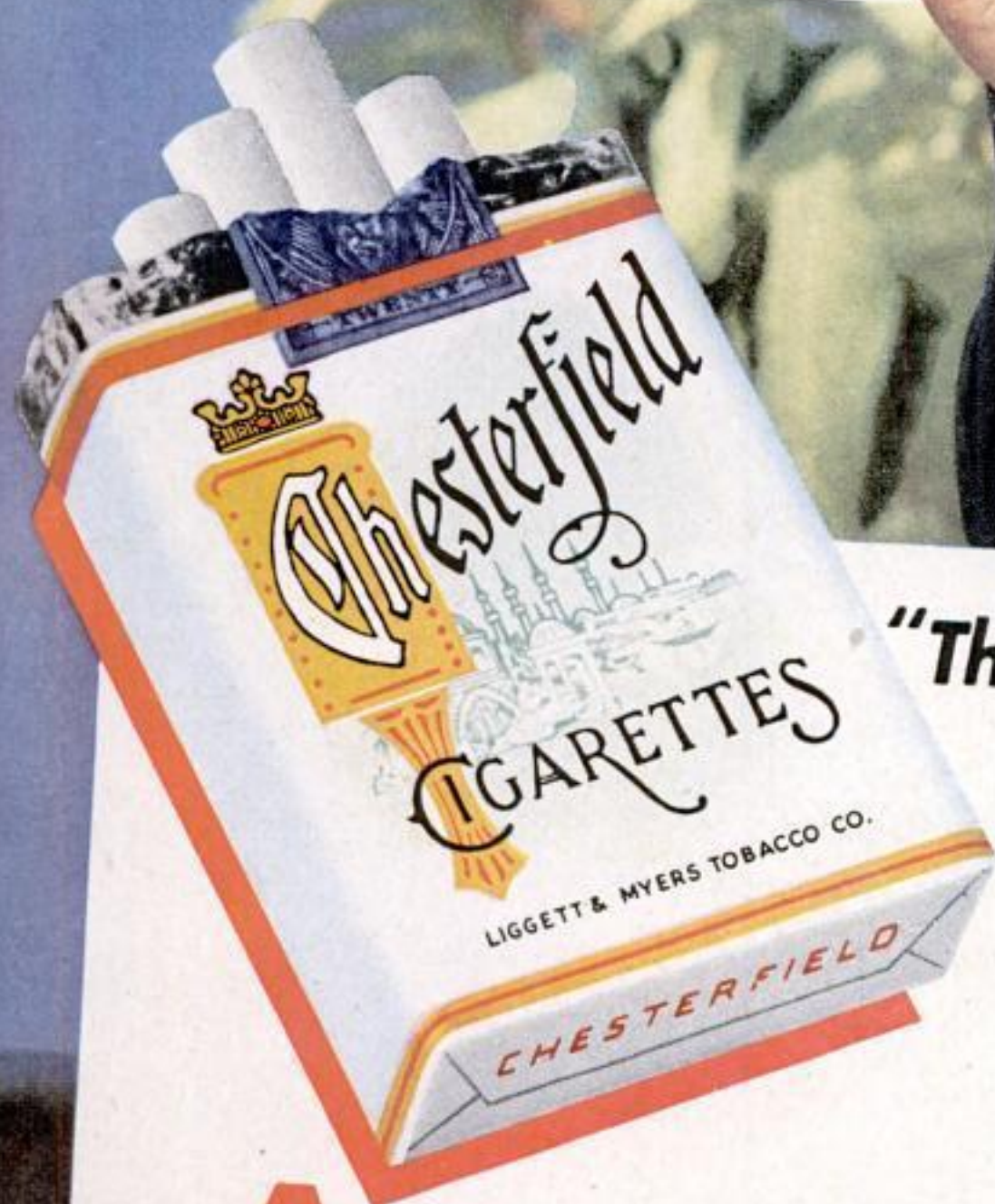
NEW EAST ROOM, here stripped of its chandeliers, has ceiling replaced by workmen standing on a scaffold. It is now stressed, finished and the sag is gone.

THE BIGGEST
"PLUS"
IN CIGARETTE HISTORY

**"No
Unpleasant
After-taste"**

—added to the world's
most famous ABCs—

Always Milder
Better Tasting
Cooler Smoking



"The Big Plus is a hit with me" *Gloria DeHaven*

**"CHESTERFIELD IS THE ONLY CIGARETTE of all
brands tested in which members of our taste
panel found no unpleasant after-taste."**

From the report of a well-known research organization

Always **B**uy **C**CHESTERFIELD

Copyright 1951, LIGGETT & MYERS TOBACCO CO.

See **GLORIA DeHAVEN** starring in **"FRIENDLY ISLAND"**
A 20th Century-Fox Production-Color by Technicolor

"Treasure Island"

**HOSTESS
GLASSWARE
SETS**

*Hi-Ball
"Long John Silver"*

*Old Fashioned
"Discovering the Treasure"*

*Pilsner
"Jim Hawkins' Fight"*

*Cocktail
"Abandoning the Pirates"*



*"If the rim of a Libbey 'Safedge' glass ever chips, Libbey will replace it."

*Any matching set, 8 of a kind, boxed
Stemware—about \$5⁵⁰
Tumblers—about \$3⁵⁰*

by **LIBBEY GLASS**

"Pieces of Eight"! Party glasses in sets of 8... designed by Freda Diamond. Complete home beverage service. Treasures because: Drinking edges are genuine 22K gold—(guaranteed against chipping!) Colors are permanent. In a handsome Treasure Map gift-box.*



Pilsner
10 oz.



Wine
5 oz.



Cocktail
4 oz.



Cordial
1 oz.



Cooler
14 oz.



Hi-Ball
10 oz.



Old Fashioned
9 oz.



Sour
6 oz.

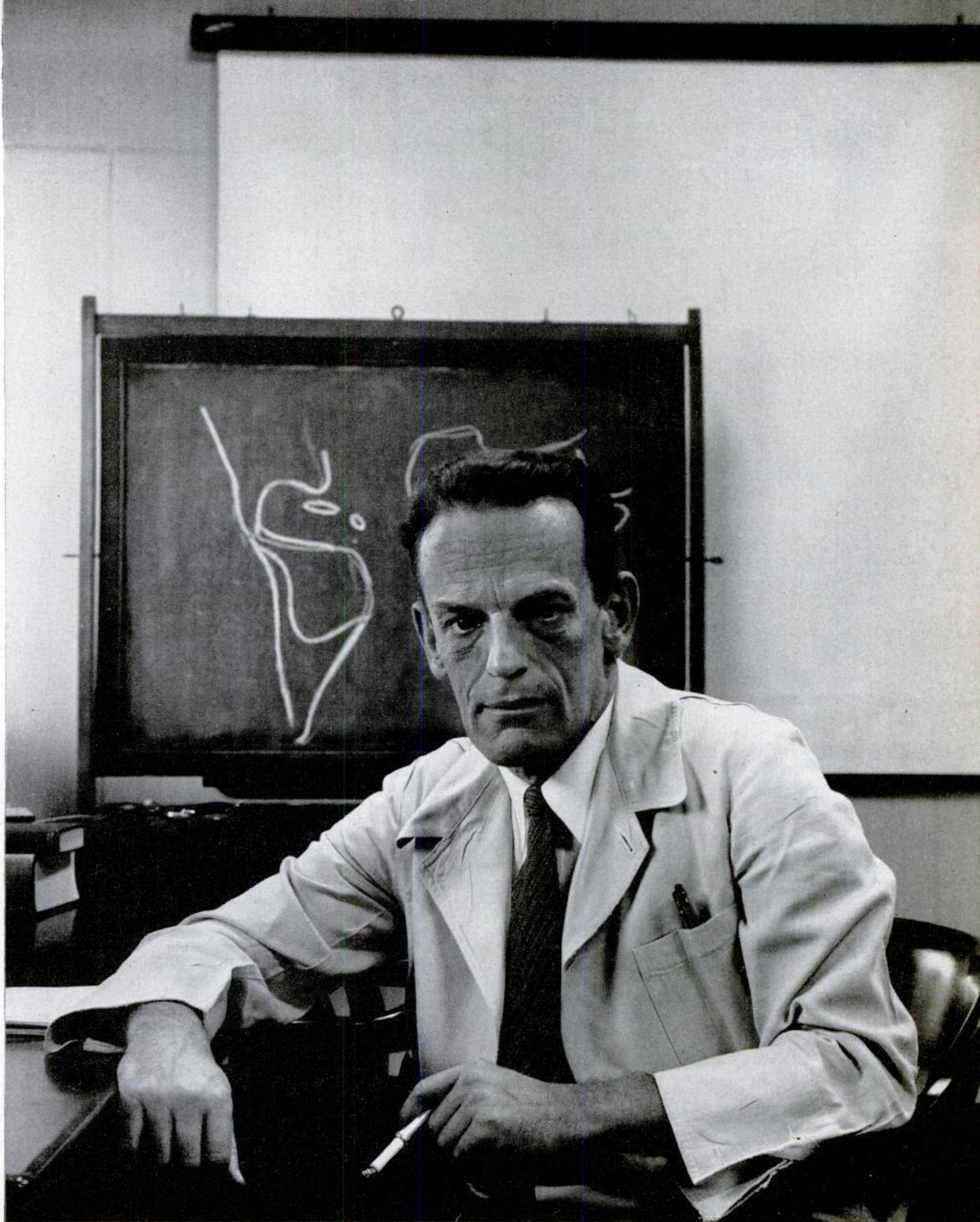


Companion "Treasure Island" Decanter, currently being featured by Kentucky Tavern as special gift package.

Prices slightly higher in the South, West and Canada. At leading stores everywhere.

Copyright, 1951, Libbey Glass, Division of the Owens-Illinois Glass Company, Toledo 1, Ohio

PRIZEWINNER Max Theiler, who is 52 and U.S. resident, sits in his New York office before a chalk drawing of fever-infested areas in South America. The Nobel Prize will bring him \$32,357.62 in cash, a gold medal and a diploma.



© ARNOLD NEWMAN

YELLOWJACK'S ENEMY GETS THE NOBEL PRIZE

Highest medical honor goes to Max Theiler whose work and vaccine may free the world from yellow fever

Max Theiler was a child in Pretoria, South Africa when Dr. Walter Reed discovered that mosquitoes were the carriers of yellow fever. When the Panama Canal Zone swamps were cleared of insects most people thought Yellowjack's terrors were over. But fever continued to strike millions in jungle-covered lands where mosquitoes could not be eliminated. In 1928 Theiler, by now a doctor, began studying the disease. He soon found a way to give yellow fever to mice and showed that a fever vaccine might be developed. Then in 1937 he came up with a vaccine called 17D, which

proved a sure defense. Two weeks ago his work brought him the highest honor a doctor can get: the Nobel Prize for physiology and medicine.

Most of Theiler's work was done in New York for the Rockefeller Foundation. "He would sit for hours staring into the blue," recalls a colleague, "then suddenly rise with perfectly worked-out plans for new experiments." Those experiments may change history. His vaccine and others he helped develop now protect 40 million people, and vast fever-infested areas can be opened to colonization by the millions living in over-populated lands.

Van Heusen **CENTURY** Shirt
with the soft, one-piece collar that
perspiration won't wilt
laundering won't hurt
and **won't**
**wrinkle...
ever!**



Only Van Heusen Century shirts have this specially woven one-piece collar—as soft as fine linen. Not fused, not lined—has no stays, never needs starch. It's wrinkle-proof for life! Easier to launder, to iron because the fold line is woven in place. Has handsome, low-setting Van Heusen "Comfort Contour" collar styling. In white or colors, with regular or wide-spread collar. Tie shown: new Van Heusen Century Shirt-mate, \$1.50

Van Heusen
REG. T. M.
CENTURY shirts

white \$3.95, \$4.95; colors \$4.50



Fashion Academy Award 1951

A new shirt free if your Van Heusen shrinks out of size!

Phillips-Jones Corp., New York 1, Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Collars

Nobel Prize CONTINUED

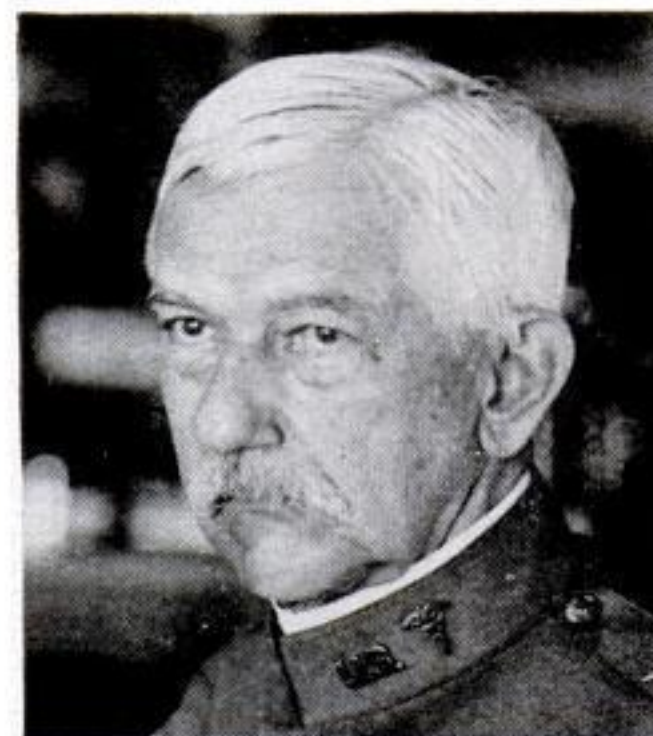
THESE FOUGHT YELLOW FEVER



DOUBTER Dr. Carlos Finlay said in 1881 that old idea of yellow fever's transmission through air was illogical, theorized that mosquitoes carried it.



DISCOVERER Dr. Walter Reed confirmed Finlay's ideas in 1900 by proving with human volunteers that fever is spread only by mosquitoes.



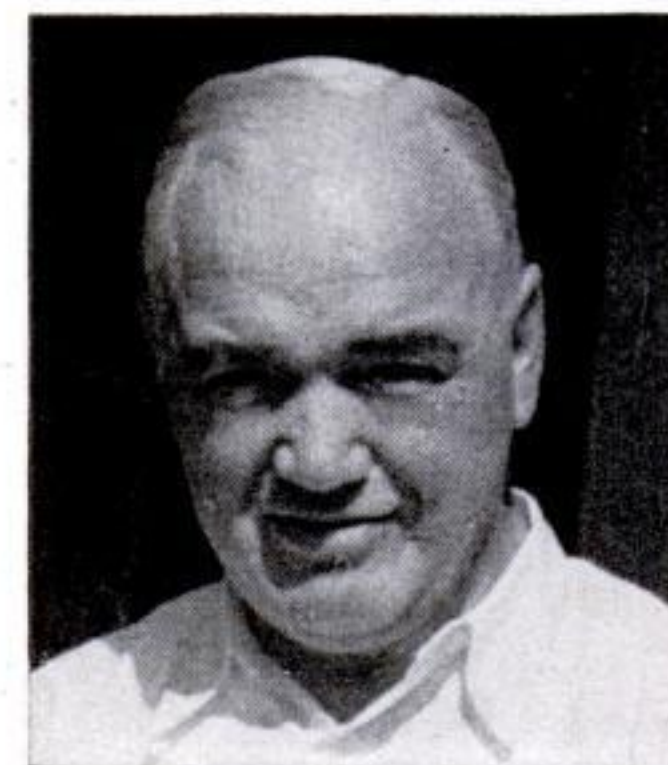
CLEANUP MAN General William Gorgas spread oil on Cuban swamps in 1901 to kill mosquitoes, end Havana's epidemic. He repeated job in Panama.



PLAGUE FIGHTER, Brazil's Dr. Oswaldo Cruz, tried General Gorgas' sanitation measures in Rio de Janeiro and Santos, left them fever-free.



VIRUS EXPERT Dr. Adrian Stokes and partner Dr. J. H. Bauer in 1927 confirmed fever is virus disease, managed to infect laboratory monkeys.



JUNGLE DOCTOR A. F. Mahaffy proved that fever was carried by jungle monkeys which are then bitten by mosquitoes that bring it to cities.



VACCINE PIONEER Dr. Wilbur Sawyer in 1931 produced substance which protected scientists but could not be prepared in large quantities.



VACCINE DEVELOPER Dr. Maurice Peltier in 1939, using Theiler's discoveries, developed new immunizer used almost as widely as Theiler's.



“No! It’s your morning to turn up the thermostat!”

You know what comes next. Soon the husband will get out of his nice, warm bed—and shiver down the hall on icy floors to turn up his old-fashioned thermostat. *Br-r-r!* Makes you cold just to think about it.

But there’s no reason for YOU to put up with this thankless, wintry-morning chore! A modern Honeywell Electric Clock Thermostat will *automatically* turn down the heat at night—so you sleep in a healthfully cool room. Then, before you wake

up, it will *automatically* bring the temperature up to daytime level. You get your full quota of sleep, you get up and dress in luxurious warmth, your home is always comfortable.

Best of all, the price is surprisingly small. Figuring the cost over its lifetime, you can enjoy a Honeywell Clock Thermostat for less than 2¢ a day. And you save on fuel besides.

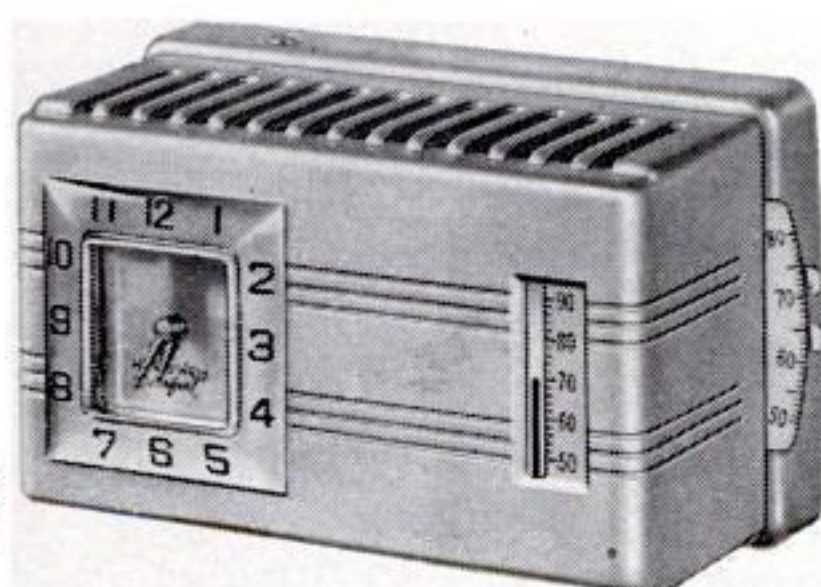
So look in your classified phone directory for the name of your nearest heating dealer—and call him

today. Or mail the coupon. Get all the facts *now* about Honeywell Thermostats for your home.

Whether you buy a new heating plant or modernize your present one, we think you’ll be glad you specified a Honeywell Thermostat and other automatic heating controls.

MINNEAPOLIS
Honeywell

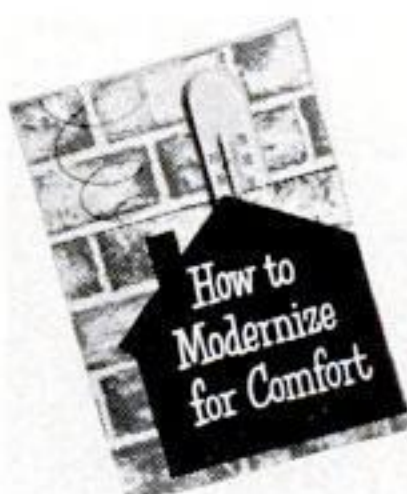
First in Controls



***Turns heat down at night,
up in the morning—automatically!***

This Honeywell Electric Clock Thermostat makes your heating *completely* automatic. And it’s the most sensitive thermostat of its type—keeps room temperatures uniform—no matter how the weather changes.

***Don’t be
uncomfortable this
winter, too—send
this coupon today!***



Minneapolis-Honeywell Regulator Co.,
2856 Fourth Ave. South, Minneapolis 8, Minnesota

Please send me a free copy of “HOW TO MODERNIZE FOR COMFORT,”
including specific information on items below.

**ELECTRIC CLOCK
THERMOSTATS** make
your automatic heating
completely automatic.

**ELECTRONIC MODU-
FLOW.** The magic sensi-
tivity of *electronics* applied
to heating your home.

ZONE CONTROL. The
wonderful new trend in
comfort control for ranch-
type and larger homes.



Name _____

Address _____

City _____ Zone _____ State _____



The duplicate of a millionaire's sports-watch—and a magnificent gift. Like its famous counterpart, it is automatic, water and shock resistant, anti-magnetic, and has a sweep second hand. 17 jewels. \$67.50.*



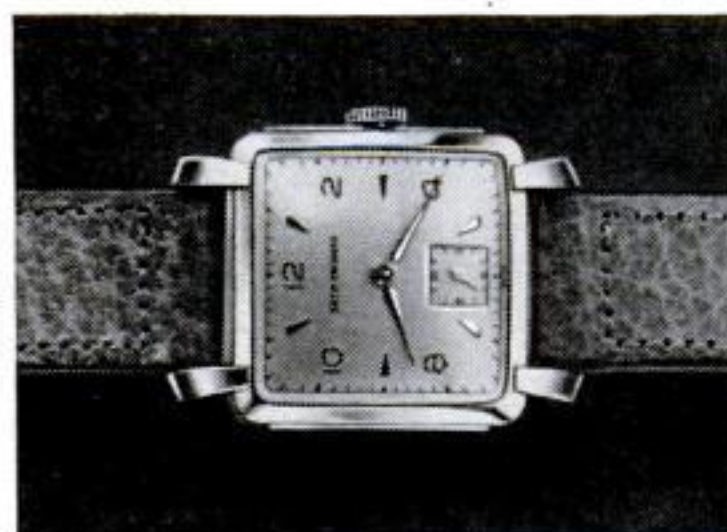
Intricate jewel-like carving gives this tiny new Seth Thomas† watch a unique, memorable charm. Note the new curving crystal... it rises high above its frame! 17 jewels. \$37.50.*

The Newest

in fine watches by

Seth Thomas

the Oldest name in time



Here is a superb piece of modern design, like a sculptured square knot. The smart high-curved crystal is thick, for protection—yet so clear it's virtually invisible. 17 jewels. \$49.50.*



This unusual crystal and its setting are shaped like the top of a pagoda. It's the newest design idea in watches—this pagoda shape, and very much in demand. 17 jewels. \$39.75.*

Four corners, carved like the prongs of a ring... a gem-cut crystal. To carry out this unique, jewel-like design, the flashing end-pieces are shaped like baguettes. 17 jewels. \$37.50.*



A softly feminine, appealing watch. Yet she can tell the time almost to the second on its clear, open face. There's a mark for each minute. 17 jewels. \$33.75.*

†Reg. U. S. Pat. Off. *Includes Fed. Tax (Prices subject to change without notice.)



DOROTHY DANDRIDGE WRIGGLES IMPUDENTLY ON A NIGHTCLUB FLOOR AS SHE SINGS A STUFFY QUESTION: "WAS I INDISCREET TO LOOK AT YOU THIS WAY?"

SHY NO MORE

Singing beauty sheds inhibitions
and squirms her way to success

The most beautiful Negro singer to make her mark in nightclubs since Lena Horne is a hip-tossing, torchy Dorothy Dandridge who for a long time suffered from shyness. "I was too inhibited to give strangers sexy looks," Dorothy recalls. But under the tutelage of the same man who coached Lena Horne (p. 69), Dorothy has learned the necessary tricks so well in the last year that she has wriggled and sung her way from a small Hollywood nightclub to stardom

at the Mocambo and a huge success in London.

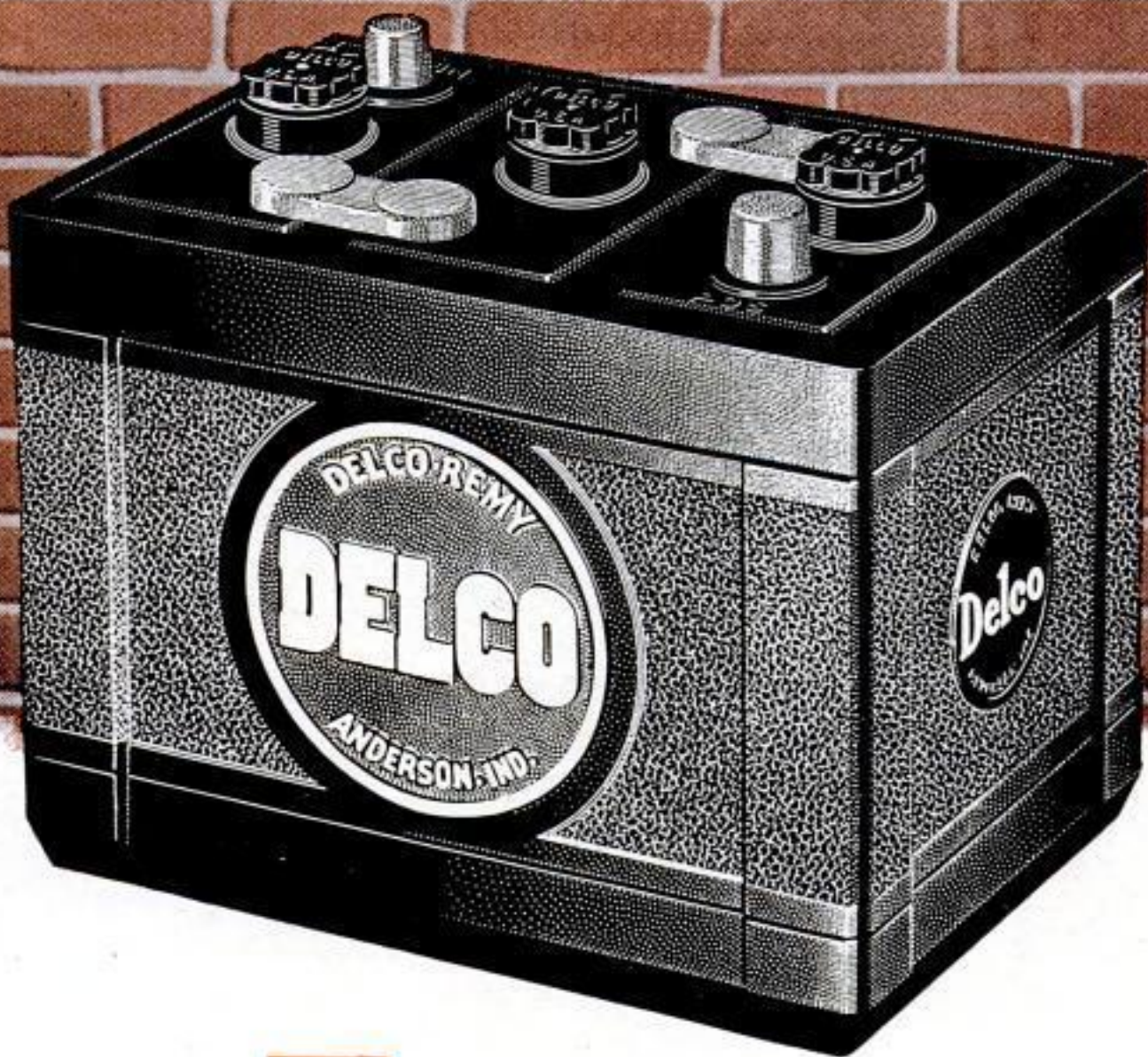
At 29, Dorothy has a quarter of a century of show business behind her (*next page*) and has found that success has waxed as her shyness waned. Now back in Hollywood, she is getting a small taste of the movie business, is considering TV offers and in a couple of weeks will be starting out for a bigtime tour of nightclubs across the country. "Somehow," she says with surprise, "people just seem to like to look at me."

DELCO

The Nation's

No. 1

BATTERY



Replace
with a **DELCO**
battery



The name Delco has been identified with automotive electrical progress for nearly half a century. "Delco" on a battery identifies it as the Nation's No. 1 battery—used on more new cars and trucks, and purchased by more motorists for replacement, than any other battery.

**DELCO BATTERIES — A UNITED MOTORS LINE
DEALERS EVERYWHERE**



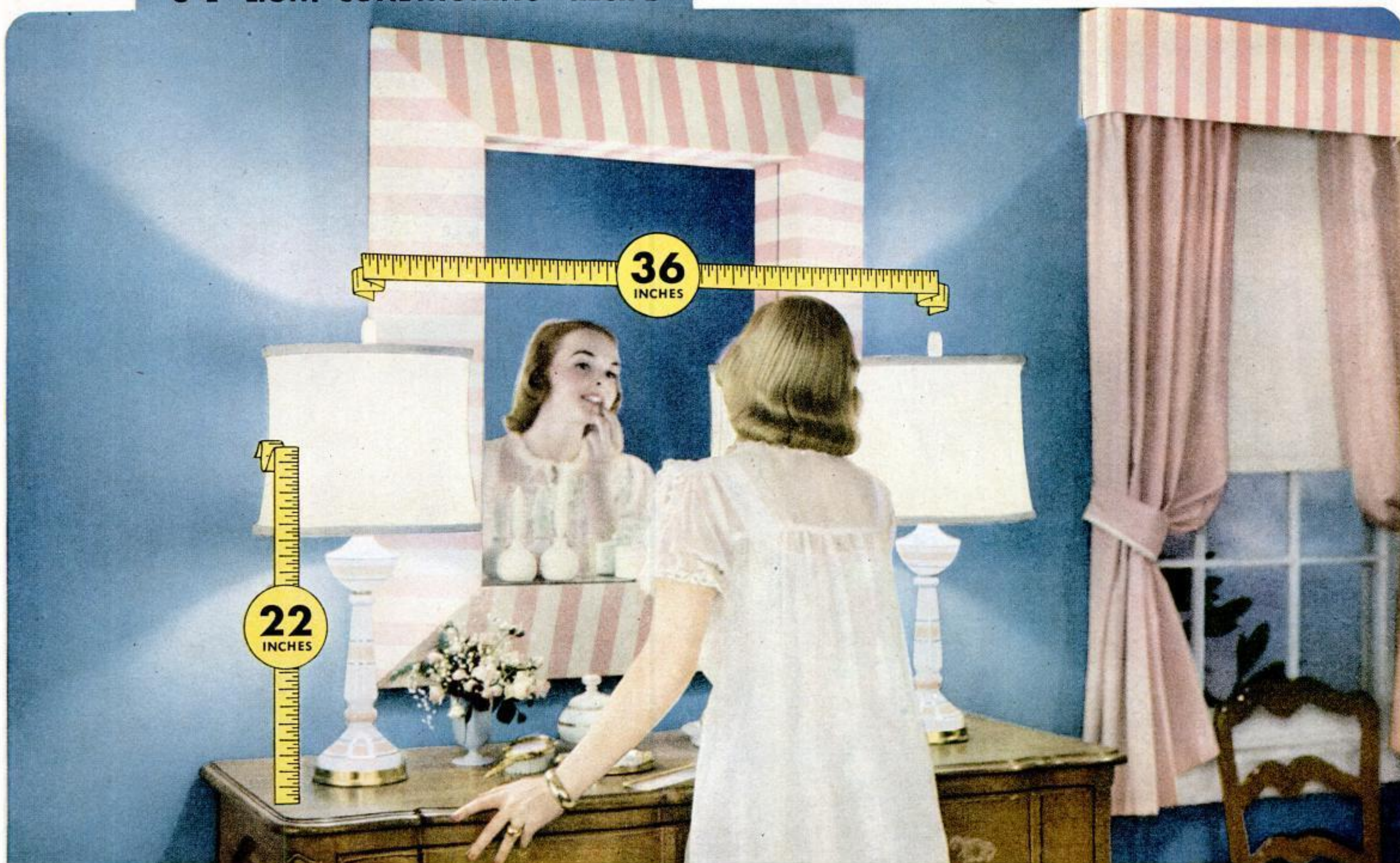
YOUNG DOROTHY (right), already an actress at 7, assumed a professional pose with her sister Vivian, her mother Ruby (left) and a friend. Ruby Dandridge is a well-known TV and radio performer, is in the *Beulah* radio show.



VETERAN PERFORMER at the age of 12, Dorothy had been singing and dancing seven years in acts with her sister. They were billed as "The Wonder Children" from Cleveland, Ohio, who "sing, recite and do acrobatic stunts."

CONTINUED ON PAGE 69

G-E "LIGHT CONDITIONING" RECIPE



New beauty secret—"G-E Light Conditioning"

HAVE you ever *really* seen yourself? As others see you, that is? With no light distortions in your mirror? No deceptive shadows to fool your eye? No mirror glare to confuse your image?

Chances are you never have—unless your dresser mirror is G-E Light Conditioned. You'll be amazed when you see the *new* you in a Light Conditioned mirror. And your room, too, will take on new beauty.

With G-E Light Conditioning you have plenty of light to see that your make-up blends smoothly with your natural coloring. You have even light on both sides of your face. No harsh glare in your eyes. No sharp shadows to mar your reflection.

G-E Light Conditioning is a brand new idea in home lighting—recipes that tell you how to get the lighting that engineers have found is best by using *the right bulb in the right fixture in the right place*.

The recipe above shows one type of lamp recommended for your bedroom dresser. Many others are available. The tape measure shows exactly where to put them.



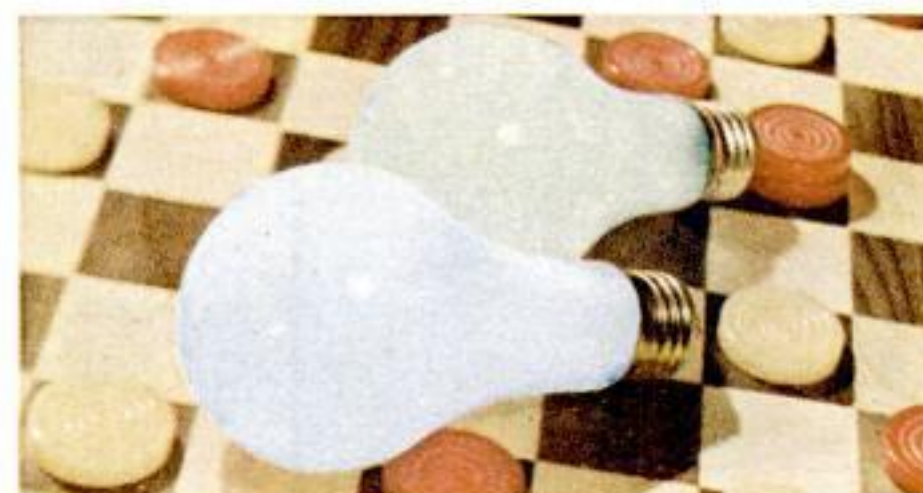
FREE "LIGHT CONDITIONING" RECIPE BOOKLET. Brand new! Contains 22 Light Conditioning recipes. Covers every room. Specifies bulbs, fixtures, measurements. Write Lamp Div., General Electric Company, Dept. L-11-5, Nela Park, Cleveland 12, Ohio.



CHOOSE YOUR BRIGHTNESS. A G-E 3-lite lamp gives you three lighting levels without changing bulbs. The 30-70-100-watt size is recommended for the dresser lamps in recipe above. Only 30¢ plus tax.



BRIGHT MONDAY. Cool fluorescent lighting chases gloom from your laundry room. More light. Fewer shadows. Less glare. You get the wash done faster, easier and better.



SOFT LIGHT. Lamp in front is the new G-E White bulb with special "Q" coating. It's all-over bright. Gives softer, more evenly spread light than standard bulb (rear) with no loss of light. Cuts glare. 100-watt 21¢ plus tax.



STOP BULBSNATCHING! With plenty of spare G-E lamps on hand, the family won't have to rob one socket to fill another. Buy them in new G-E 4-lamp packages—easy to carry, store, use. 100-watt pkg. 64¢ plus tax.

You can put your confidence in—

GENERAL  ELECTRIC

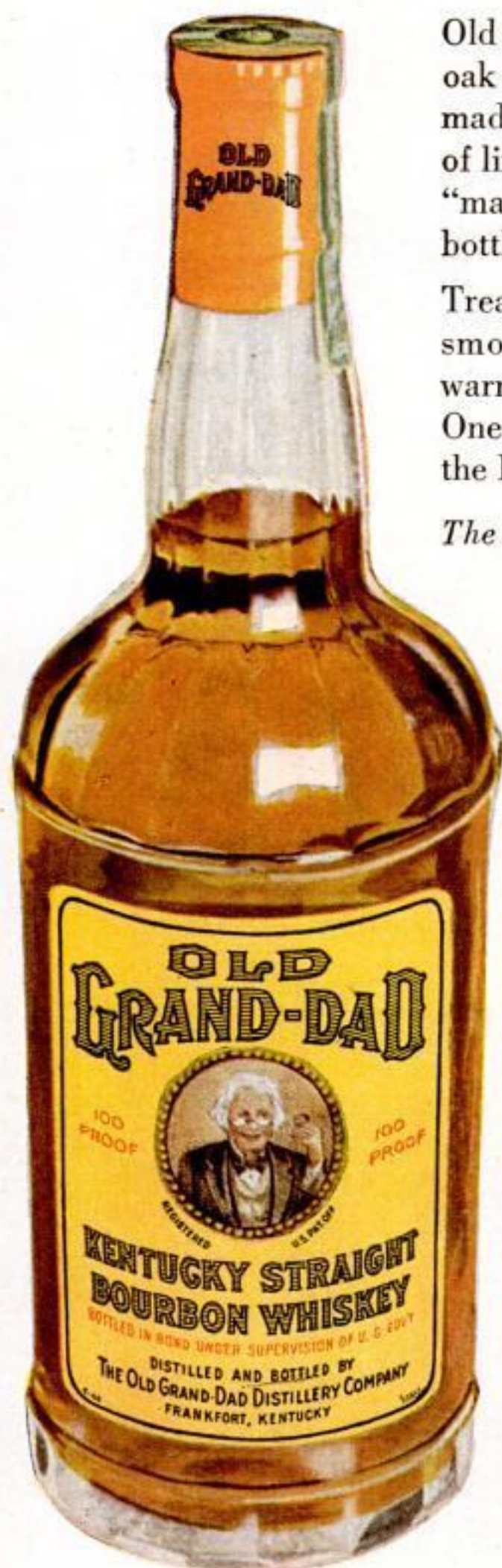
Head of the Bourbon Family

Each golden drop of Old Grand-Dad is a salute to the excellence of your taste—and to the skill of the master distillers who produce it.

Old Grand-Dad goes into new, charred oak aging casks a superior whiskey made from choice grains and the purest of limestone waters. Then, after a long "maturing" sleep it is drawn off and bottled in bond.

Treat yourself and your guests to the smoothness, mellowness and heart-warming flavor of Old Grand-Dad soon. One sip will tell you why it's—Head of the Bourbon Family.

*The Old Grand-Dad Distillery Company,
Frankfort, Kentucky*



100 PROOF

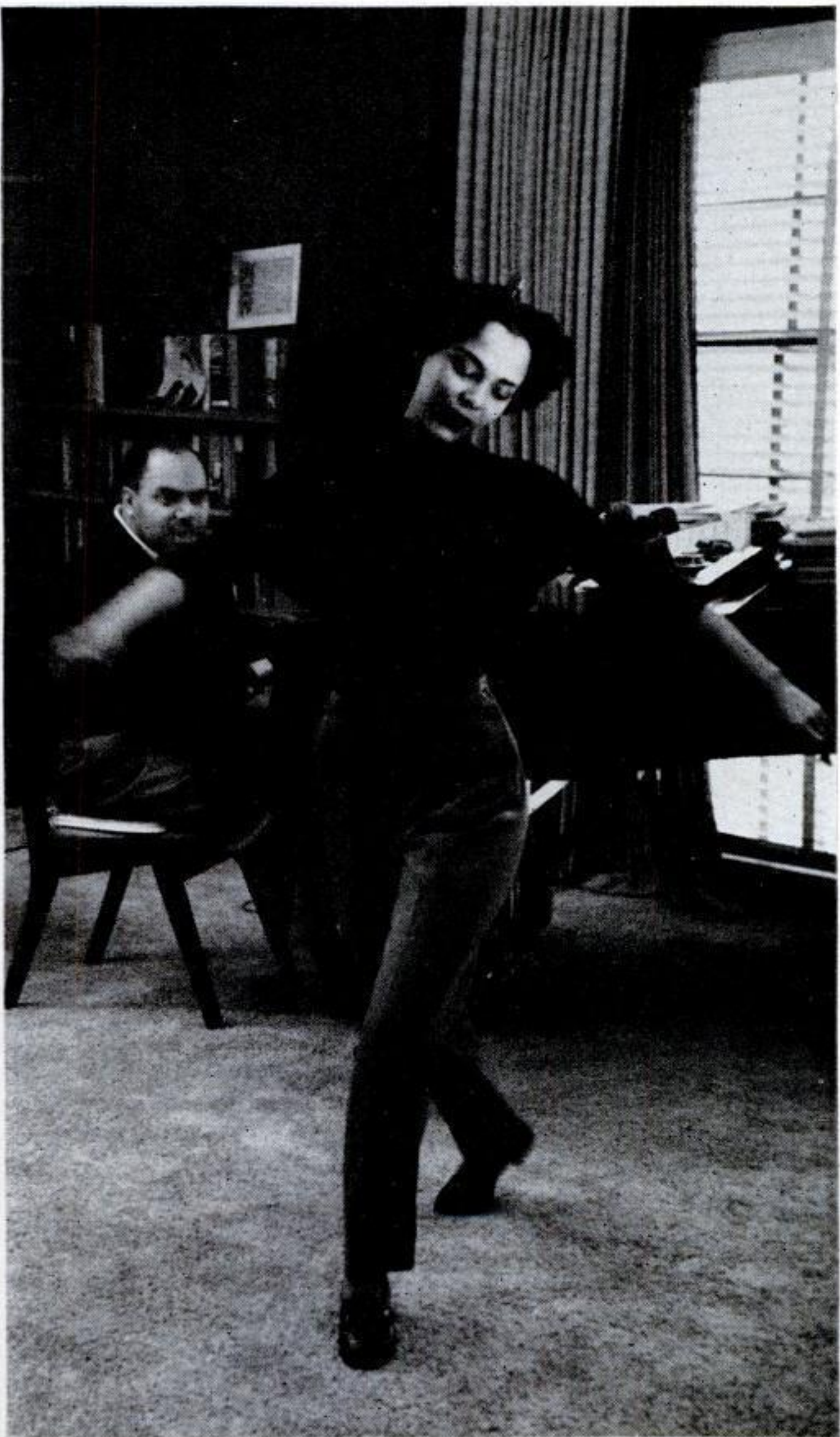


OLD GRAND-DAD

KENTUCKY STRAIGHT BOURBON WHISKEY



IN MOVIE ROLE as a jungle queen in *Tarzan's Perils*, Dorothy Dandridge is bound, gagged. Her bit part so impressed producer that role was enlarged.



IN REHEARSAL with Coach-Accompanist Phil Moore, who brought out Dorothy's suppressed sultriness, she tries a fancy step for song-dance routine.

CONTINUED ON NEXT PAGE

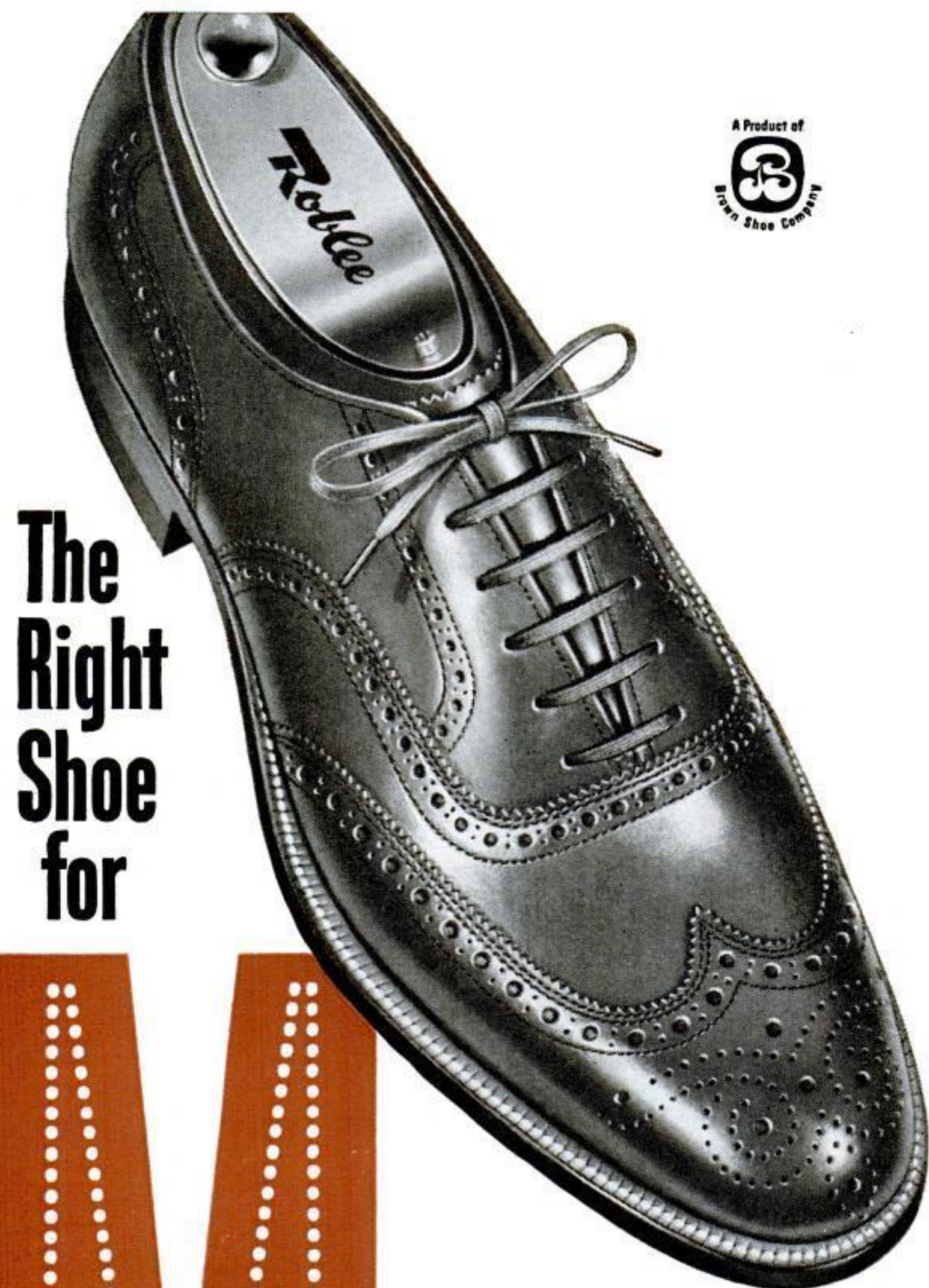



LOVE
that
RED HEART



the only
3-flavor
dog food
U.S. Inspected

None finer! Complete, balanced diet to keep dogs healthy, plus variety to keep them happy! Same food, flavored 3 ways — beef, fish, cheese • John Morrell & Co., Meat Packers, Ottumwa, Iowa



The
Right
Shoe
for

Men

Walk "like on air" every time you take a step in this handsome "Avon." There's a soft foamed rubber layer between the soles that makes the "Avon" flexible as a fly rod, comfortable as your favorite old slippers. You can also have this same Cushion-Flex comfort in straight-tip and overlay styles. See them all now in the Roblee Shoe Wardrobe at your dealer's.

Most styles, **10⁹⁵** to **15⁹⁵** Some higher.

Roblee®

Roblee Jrs., just like dad's,
8.45 to 9.95. Roblee
Division, Brown Shoe
Company, St. Louis.

Dorothy Dandridge **CONTINUED**



GRAND ENTRANCE IN LONDON is made by Dorothy as she is escorted down stairway to floor of swank Cafe De Paris by two bewigged attendants.



"IF YOU WANT AFFECTION," Dorothy sings, "try my favorite confection: talk sweet talk to me! . . . Put me in a cage and I'll be your canary. . . ."

Kodak
TRADE-MARK



All clap hands as the partners swing
—it's camera time

Big night—snapshot night

Good times are even better with pictures to see afterward, and talk over with friends. And now it's so easy to take snapshots at any party—indoors by "flash," or outdoors.

Eastman Kodak Company, Rochester 4, N. Y.

This year . . . send Photo-Greeting Cards, made from your own snapshot. Order now from your dealer



At your dealer's—dependable Kodak and Brownie cameras for indoor and outdoor snapshots.

For black-and-white snapshots, Kodak Verichrome Film. For full-color snapshots, Kodacolor Film.



Automatic driving is out of this whirl



FEW car owners realize how long it takes to develop an idea from the dream stage to a working reality.

The automatic drive is a typical example. More than 25 years ago General Motors began to seek a new, simpler, smoother way of transmitting power from engine to wheels.

First it was a subject of long research in which new discoveries were made about the behavior of liquids in motion.

Then GM engineering took over, translated laboratory developments into scores of working models, weeded

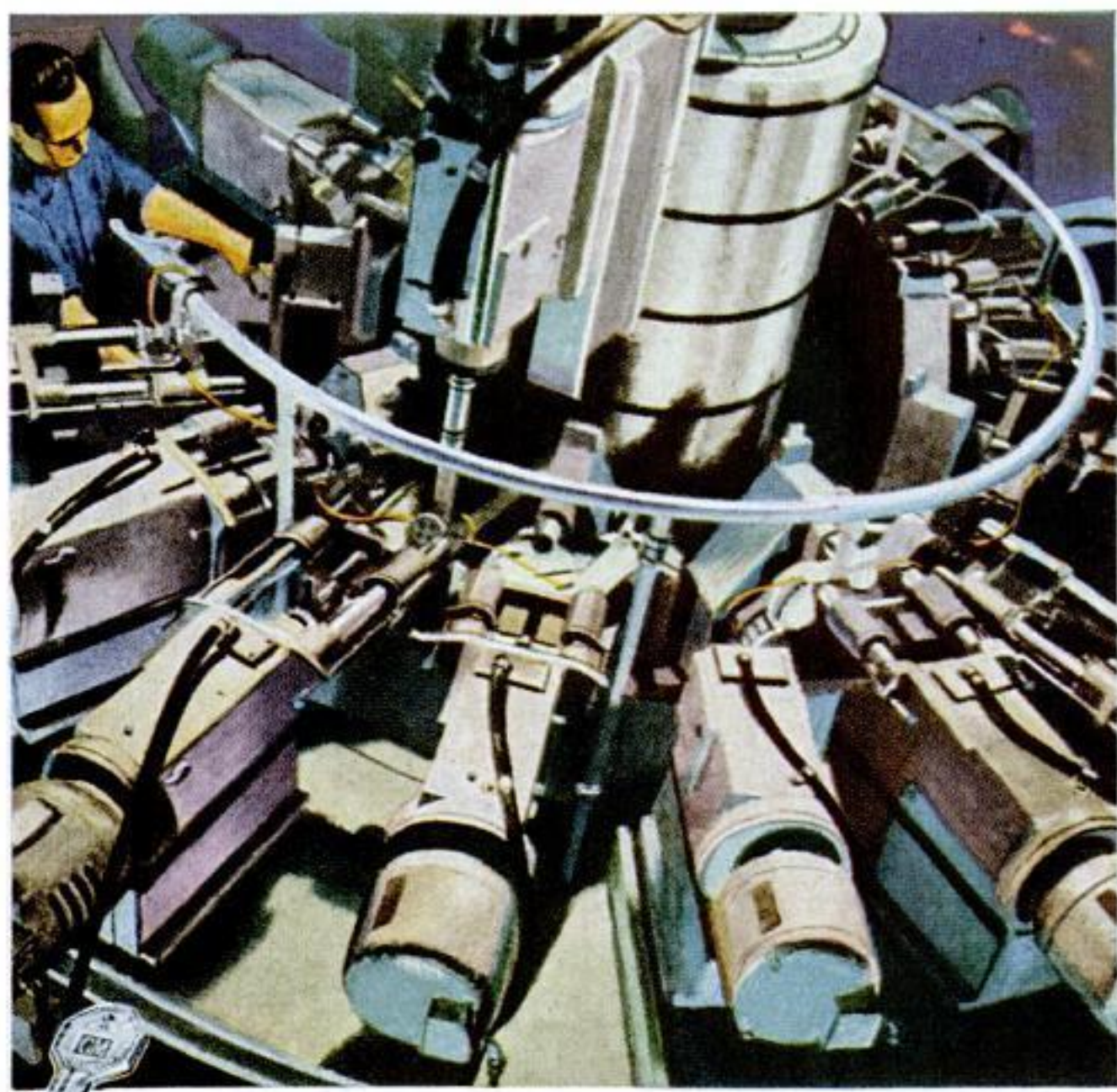
*"We must remove
the consciousness of
a transmission
from the driving habits
of GM car owners."*

Alfred P. Sloan, Jr.—1929

them out by many brutal tests to find the most practical. Finally, GM production units worked out ways to manufacture them at low cost, to give you the automatic drives avail-

able on all GM cars—Powerglide, Dynaflo, and Hydra-Matic—plus heavy torque-converter drives for buses, military vehicles, and construction machinery.

This is a cycle that never stops at General Motors—on every phase of automotive advancement, from fuels to finishes. That is why the key to any General Motors car is your key to greater value.



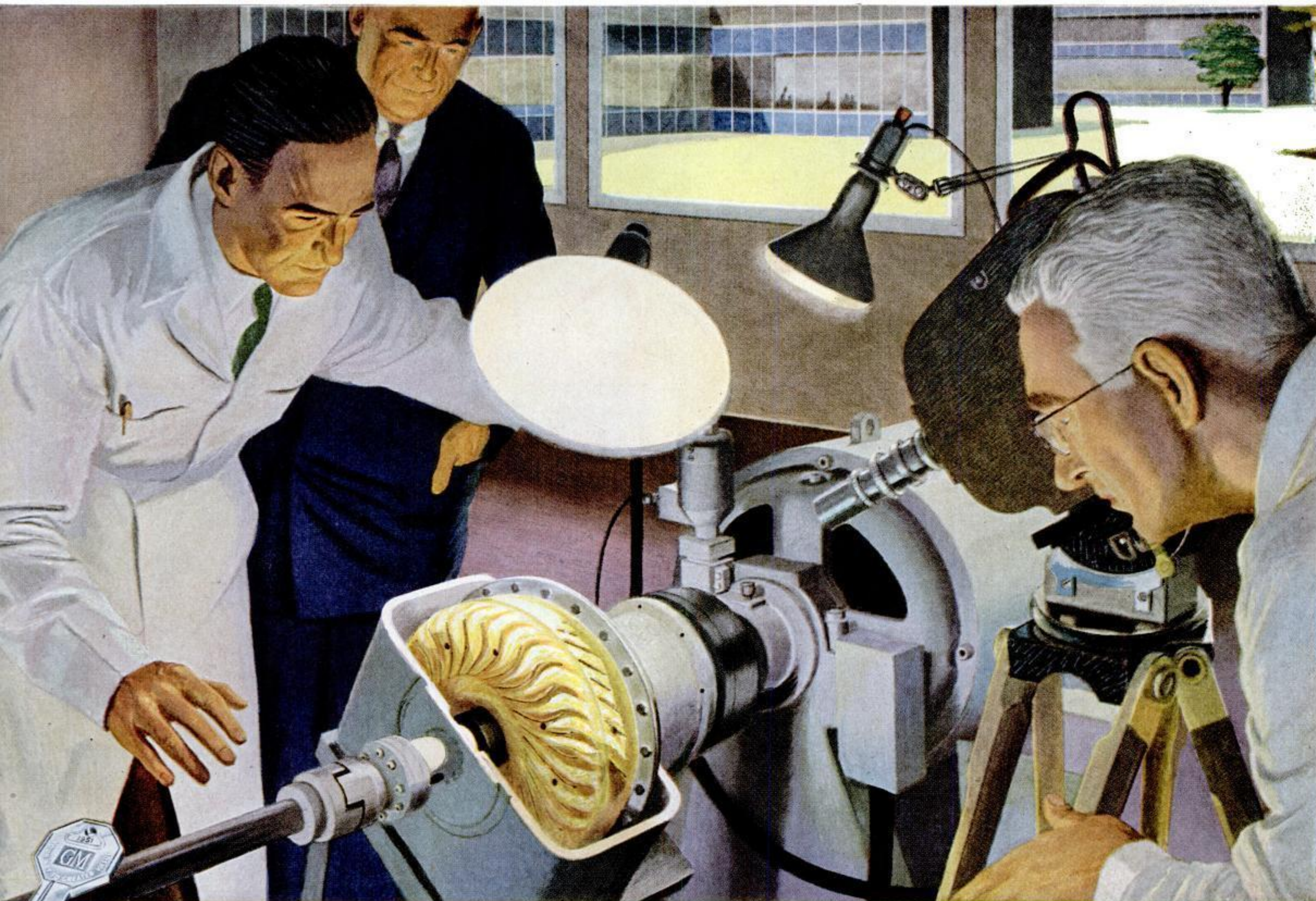
Key to better manufacturing

ACHIEVING VOLUME THAT MEANS VALUE. Getting a precision assembly like an automatic drive from laboratory to production line calls for high-speed methods of making them at low cost. Typical solution: this automatic 18-station drilling machine whose infallible electric fingers help form 108 transmission parts an hour with super-precision. Such equipment brings automatic driving to GM car owners at reasonable cost. Beyond that—it gives GM vital skills needed in tooling up for defense.



Key to better engineering

TESTING ON THE TOUGHEST HILL OF ALL. A lot of engineering is done far from the drawing board. For example, before a new automatic drive is put into production, GM's top engineers test it on Pikes Peak—almost 14 miles of relentless 10% grade, hairpin turns, the toughest highway hill in the world. The summit is 14,110 feet above sea level—which cuts horsepower in half. Here they test the newest automatic drives—in trials more wicked than you could meet in usual motoring—and make design changes before manufacturing takes over. The Peak is just part of engineering's program of proving—and improving—automatic drives.



Key to better research

WHIRLING OIL TO MAKE BETTER DRIVES. Here advanced studies are conducted in hydraulics. Inside this transparent model of an automatic transmission, oil is pumped at high speed

against various types of vanes and the action recorded in motion pictures taken at 7,000 frames a second! This speed had to be reached to reveal surprising truths about hydraulic flow. The photographs show exactly how much turbulence and eddying are created by the flow of oil

around the vanes, making it possible to determine the most efficient design. Out of countless tests on scores of different vanes have come GM's super-smooth automatic transmissions for cars, trucks and even tanks.



Your Key to Greater Value— the Key to a General Motors Car

You get a smoother, surer, completely automatic drive—whether you choose Powerglide on Chevrolet, Hydra-Matic on Pontiac, Oldsmobile or Cadillac, or Dynaflo on Buick. All torque-converter transmissions on America's fighting tanks are GM-designed under Army Ordnance contract.



GENERAL MOTORS

"MORE AND BETTER THINGS FOR MORE PEOPLE"

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK
CADILLAC • BODY BY FISHER • GMC TRUCK & COACH

Hear HENRY J. TAYLOR on the air every Monday evening over the ABC Network, coast to coast.

DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON



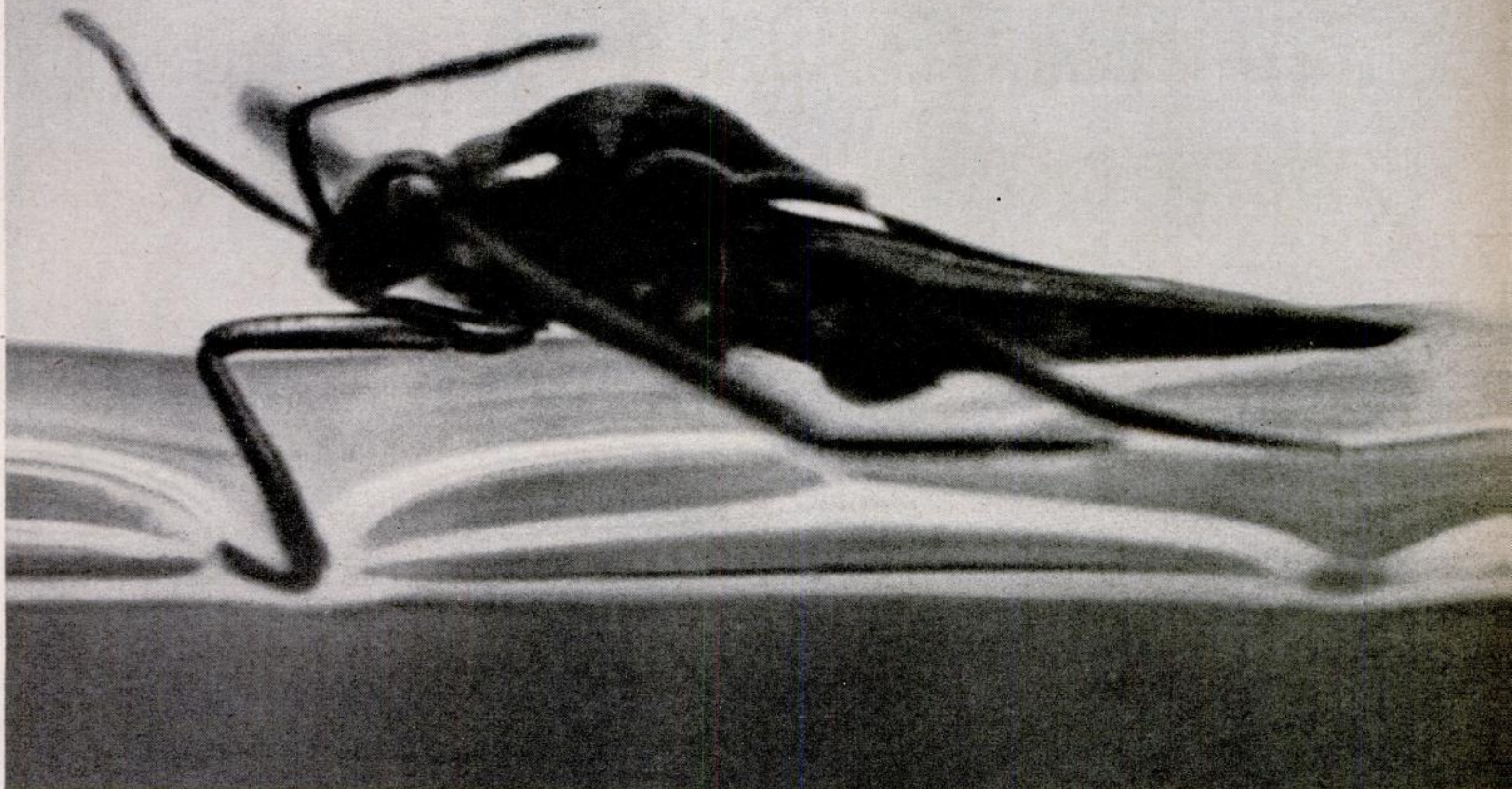
MRS. LIVINGSTON BIDDLE, II, distinguished society leader and patroness of the opera. Discriminating in her choice of cigarettes, Mrs. Biddle says: "I like everything about Herbert Tareyton—the cork tip, the extra length, the good-tasting tobacco."

Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cork tip can give. The cork tip doesn't stick to the lips . . . it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



T H E R E ' S S O M E T H I N G A B O U T T H E M Y O U ' L L L I K E

Copr., The American Tobacco Company



REMARKABLE PHOTO BY ROMAN VISHNIAC, MADE BY SUBMERGING CAMERA IN A POND, SHOWS HOW JESUS BUG DENTS BUT DOES NOT BREAK SURFACE TENSION

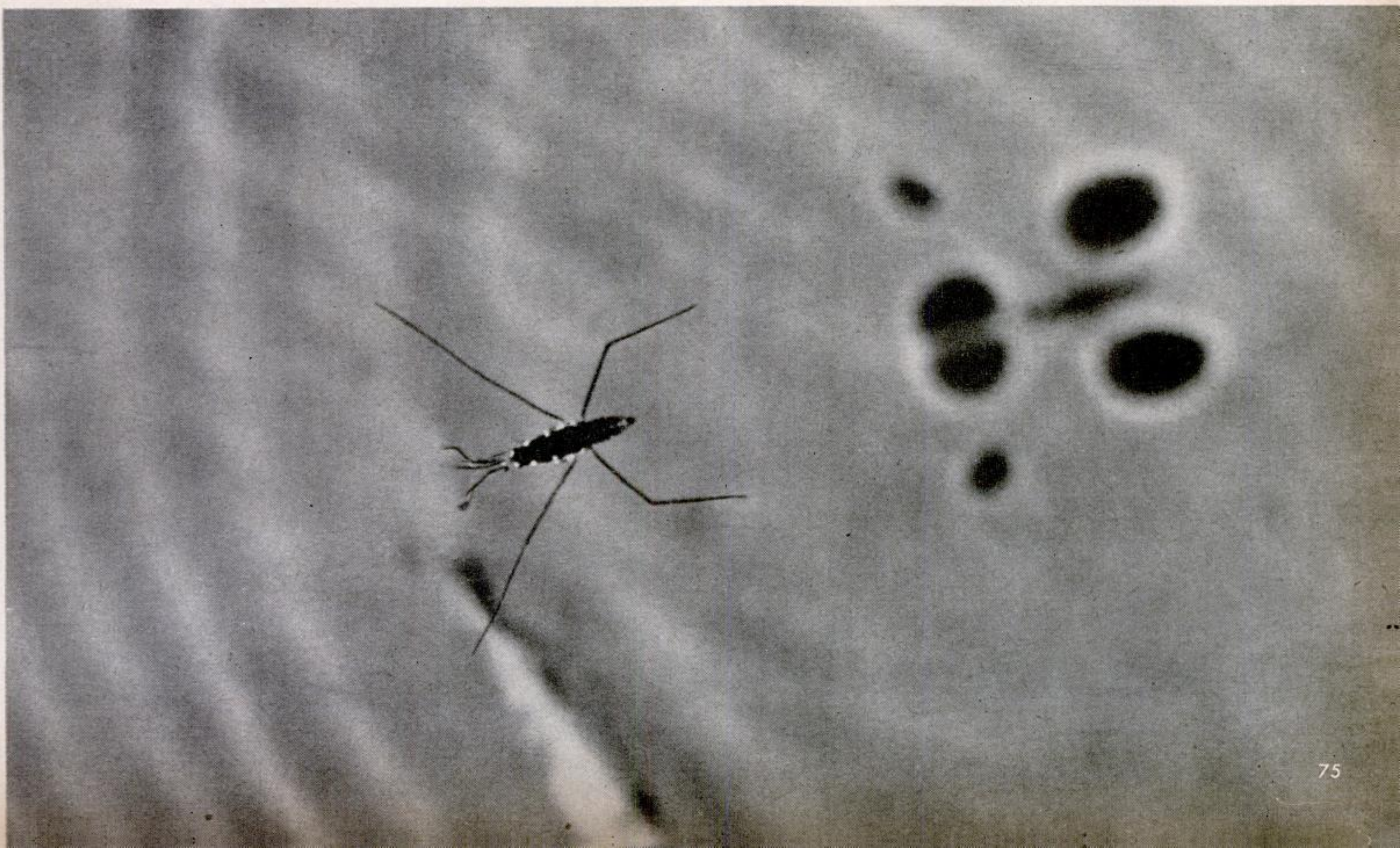
WATER WALKER

"Jesus bug" strides on surface of ponds, using its wide, waxy feet

When autumn frost has killed many insects or forced them into hibernation, a small, six-legged bug called the water strider still lives a warm, comfortable life out in the open. Also known as the "Jesus bug," this insect walks about on the surface of streams and ponds, taking advantage of the fact that the water remains warm long after the surrounding air has been chilled. When the ponds freeze over, it hibernates on land under rocks, twigs and leaves.

The Jesus bug can walk on the water because its widespread, waxy feet do not break through the surface tension (*above*). It propels itself with its two middle legs, steers with its hind legs and uses its front legs to grab food—usually ants or beetles. Occasionally it is knocked under the water. Unable to break back through the surface tension, it can walk upside down on the underside of the surface film until it reaches land and can climb back on top of the water.

AS IT DIMPLES WATER WITH ITS FEET, JESUS BUG CASTS SHADOW (RIGHT) ON BOTTOM OF SHALLOW STREAM WHICH IS MORE CONSPICUOUS THAN INSECT ITSELF

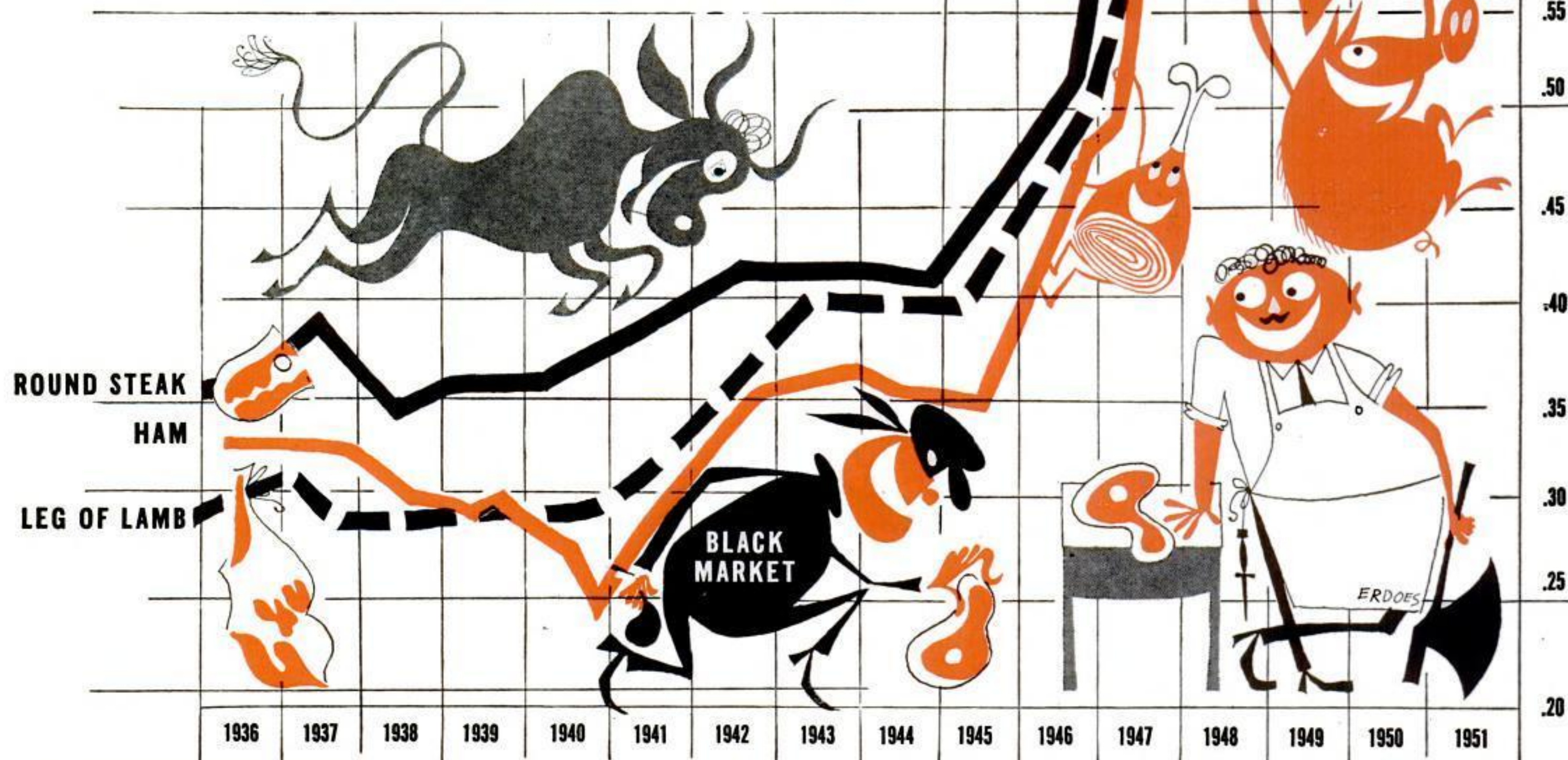


HOW TO SAVE MONEY WHEN BUYING MEAT

Charts and recipes teach use of low-cost cuts

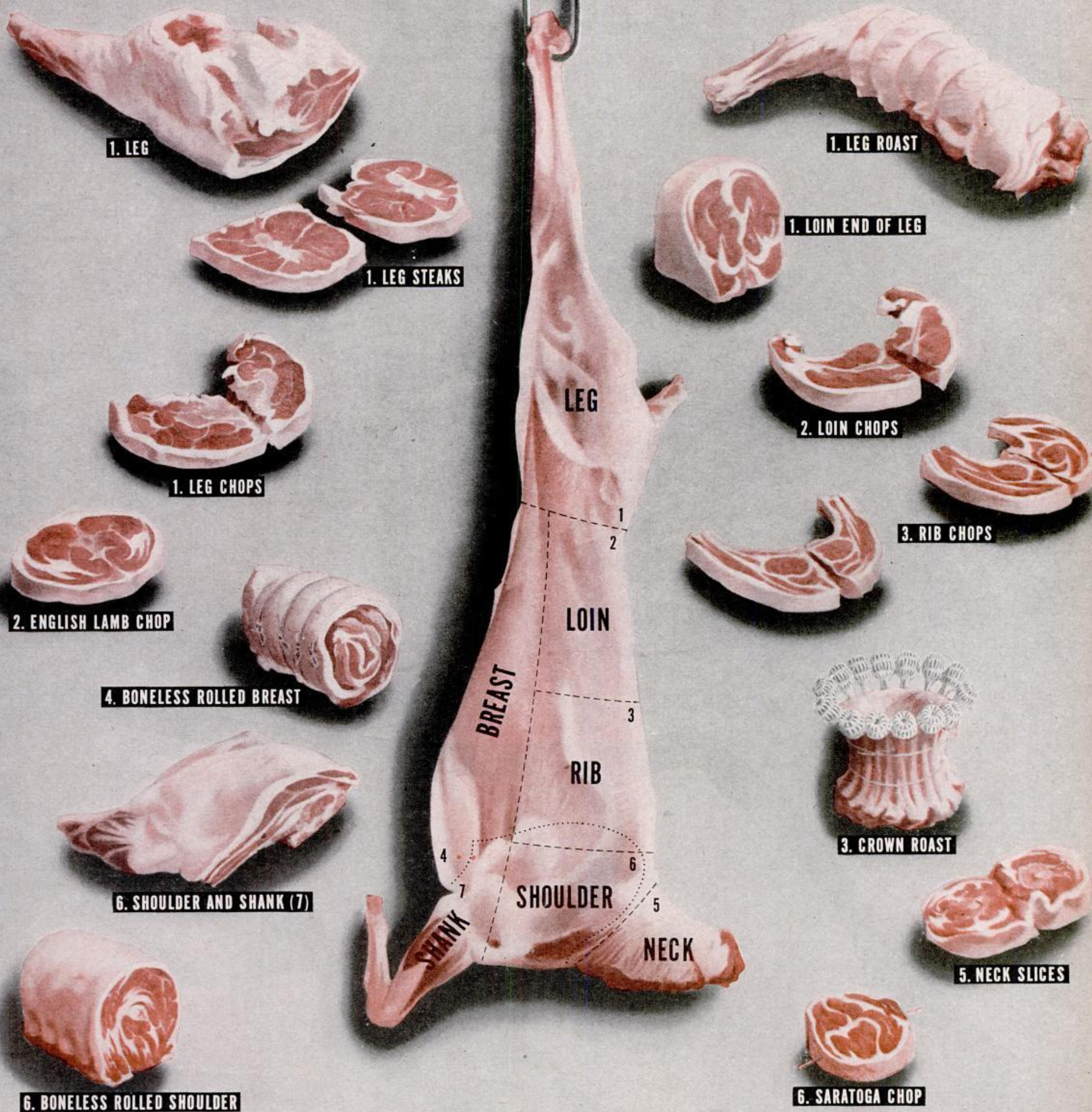
The relentless upward sweep of costs during the past 15 years has rocketed meat prices to their highest point in history. The graph on this page shows what has happened to meat prices by tracing the costs of three popular cuts, leg of lamb, round steak and ham. Prices will probably not come down much in the near future, and the American housewife, whose family insists on meat as the staple of its diet, will have to learn how to get the most out of her meat money. As part of its current series of food stories ("Five Great Soups," April 15; "Cooking on Ice," July 18; "The Case for Sea Food," Oct. 8) LIFE prints a chart of the newly standardized cuts of three kinds of meat (*next four pages*), their relative costs and brief ways to judge quality. On pages 81 and 82 are recipes for cooking the most economical cuts. Butchers may not display cuts like lamb neck, beef plate, pork hock, oxtail, but these are available if asked for and good to eat if cooked properly. With the charts as a guide a housewife should be able to save money and still give her family enough meat.

Currently 70% of all the meat sold is government inspected. Most kinds of meat are also stamped with Department of Agriculture grade marks. If these stamps are not visible on retail cuts, it is possible to tell quality by the appearance of the meat (as explained on the following pages). Although top grades are tenderest, less expensive ones are just as nutritious. They do, however, require different treatment from the top-quality cuts. A Commercial or Utility grade rib roast, for instance, should not be roasted; it should be cooked more slowly and much longer. A Prime or Choice steak can be broiled but a Commercial or Utility steak must be braised. Most inexpensive cuts and grades improve in flavor if marinated before cooking in a sauce consisting of a cup of olive or peanut oil, a third of a cup of wine or vinegar, a crushed clove of garlic, some pepper and salt. Comparative costs of cuts are given here in terms of value, not price per pound. Whereas a rib roast of beef at \$1.04 a pound is considered an expensive cut, a boneless rump of beef at \$1.17 is considered medium-priced because it has no big bones, provides much more meat.



GALLOPING PRICES OF MEAT are shown in the graph above. Round steak, top line, whose yearly average price was about 34¢ a pound 15 years ago, costs

\$1.09 today. Leg of lamb, the dotted line, has gone from 29¢ a pound in 1936 to 84¢. And ham, along the second solid line, has risen from 32¢ a pound to 67¢.



A. Petruccioli

LAMB

Popular along both seaboards, lamb is not properly appreciated in the Midwest. It costs less than beef, and more than pork, has less waste than beef, and more than pork. New cuts of lamb are shown above, keyed by numbers to the part of carcass from which they came. Most expensive are leg, rib and loin

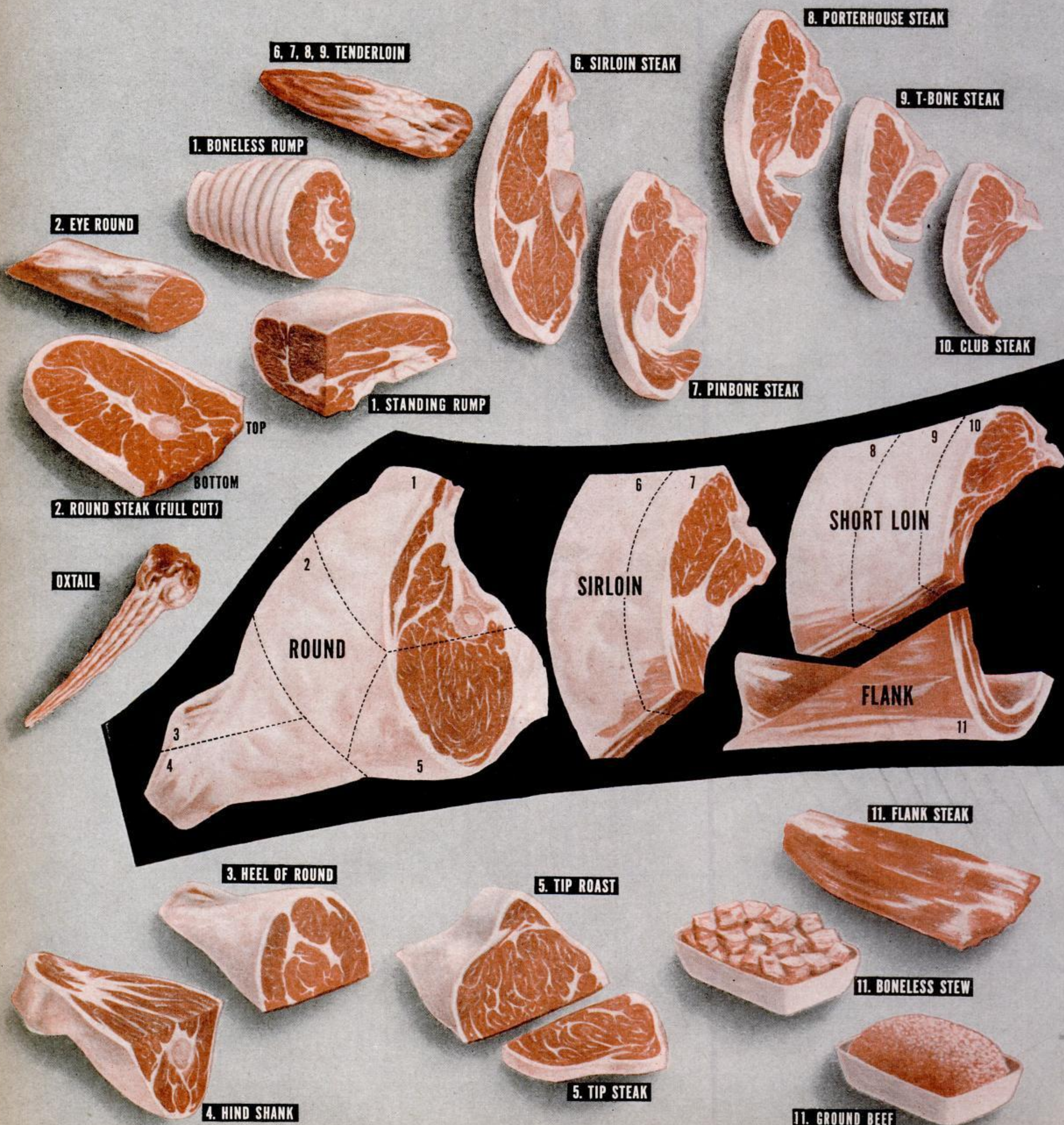
chops, English lamb chops, leg and crown roasts; leg steaks and loin end of leg. Medium-priced cuts are boneless rolled shoulder and Saratoga chop. The lowest-cost cuts are neck slices, boneless rolled breast and the shoulder and shank. New grades for lamb were set last April. U.S. Prime is the top. U.S. Choice has less fat and generally

costs as much. U.S. Good has little fat, is less juicy and less expensive. Utility, the cheapest cut, is lean and requires long cooking. Top-quality lamb is pinkish red and fine-grained. The fat is clear, crisp-looking and creamy in color. Mutton, which comes from older animals, can be recognized by its dark red meat and its hard, white fat.

BEEF The second most popular meat in the country (last year the U.S. ate 62 pounds per person), beef is generally the most expensive. However, prices vary according to quality and cuts. Below are the new standardized cuts and their names. Most expensive are rib roast, tip roast, tenderloin and all the

steaks except full and bottom round, blade, arm and flank, which are medium-priced. Other medium-priced cuts are boneless and standing rump, heel of round, English cut, blade roast, arm roast, boneless stew, eye round, boneless chuck, sweetbread, brisket. The rest are low-cost cuts. Top quality beef is graded as U.S. Prime. U.S. Choice, the

grade of beef most in demand, is as juicy but has less fat. U.S. Good has little fat, is less juicy and succulent. U.S. Commercial and Utility come from older animals, require long, slow cooking with moist heat. Beef of good quality is distinguishable by its bright red, firm, fine-grained meat and by its fat, which is white, not yellow.



15. ROLLED BONELESS CHUCK

15. BONELESS CHUCK

12. RIB ROAST

15. BLADE STEAK

15. BLADE ROAST

16. BONELESS NECK

12. RIB STEAK

13. SHORT RIBS

BRAINS

TONGUE

CHUCK

17. ENGLISH CUT

RIB

18. ARM ROAST

18. ARM STEAK

SHORT PLATE

FORE SHANK

20, 21, 22. SHANK (BONE IN)

14. PLATE (BONE IN)

19. BRISKET

14. BONELESS PLATE

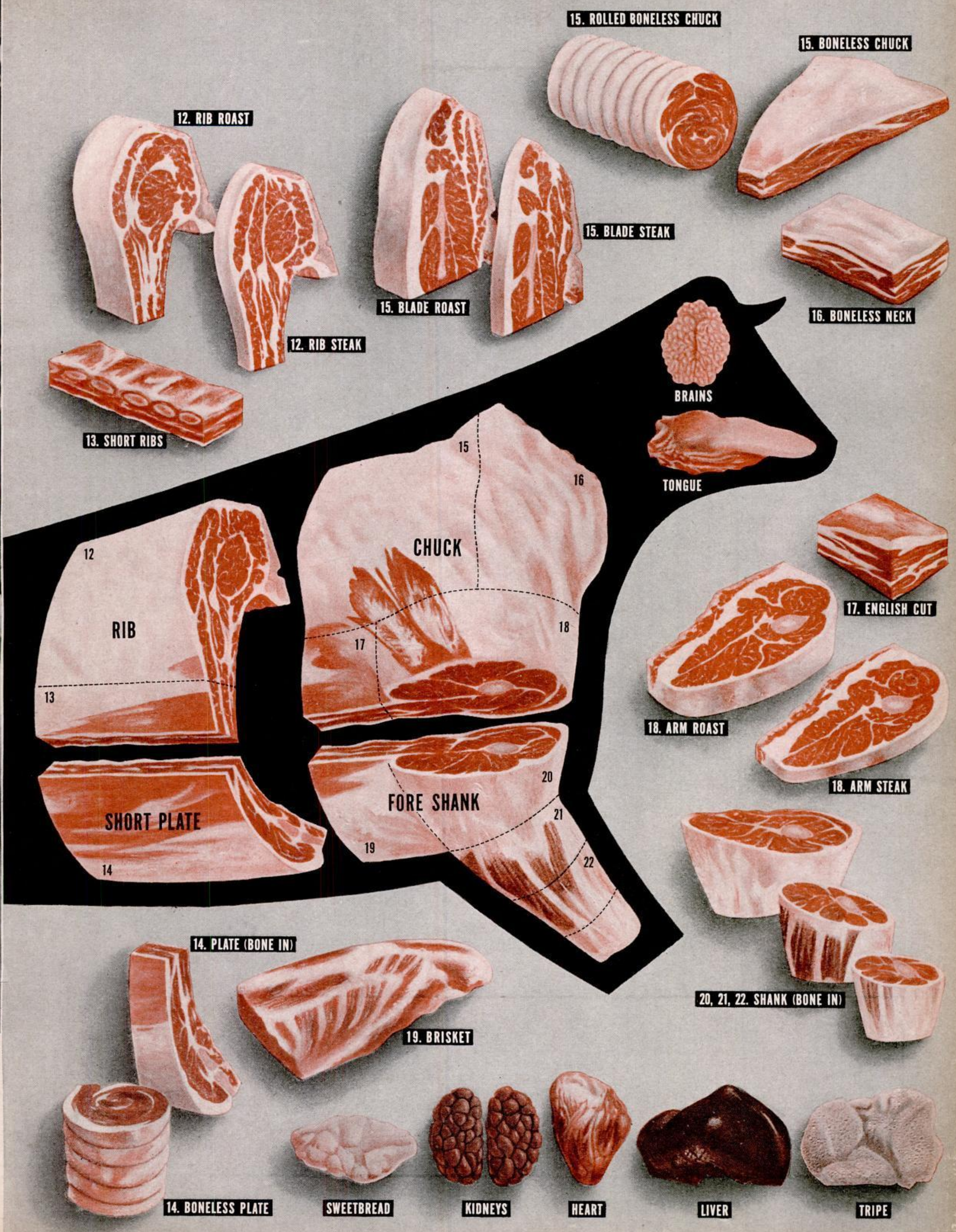
SWEETBREAD

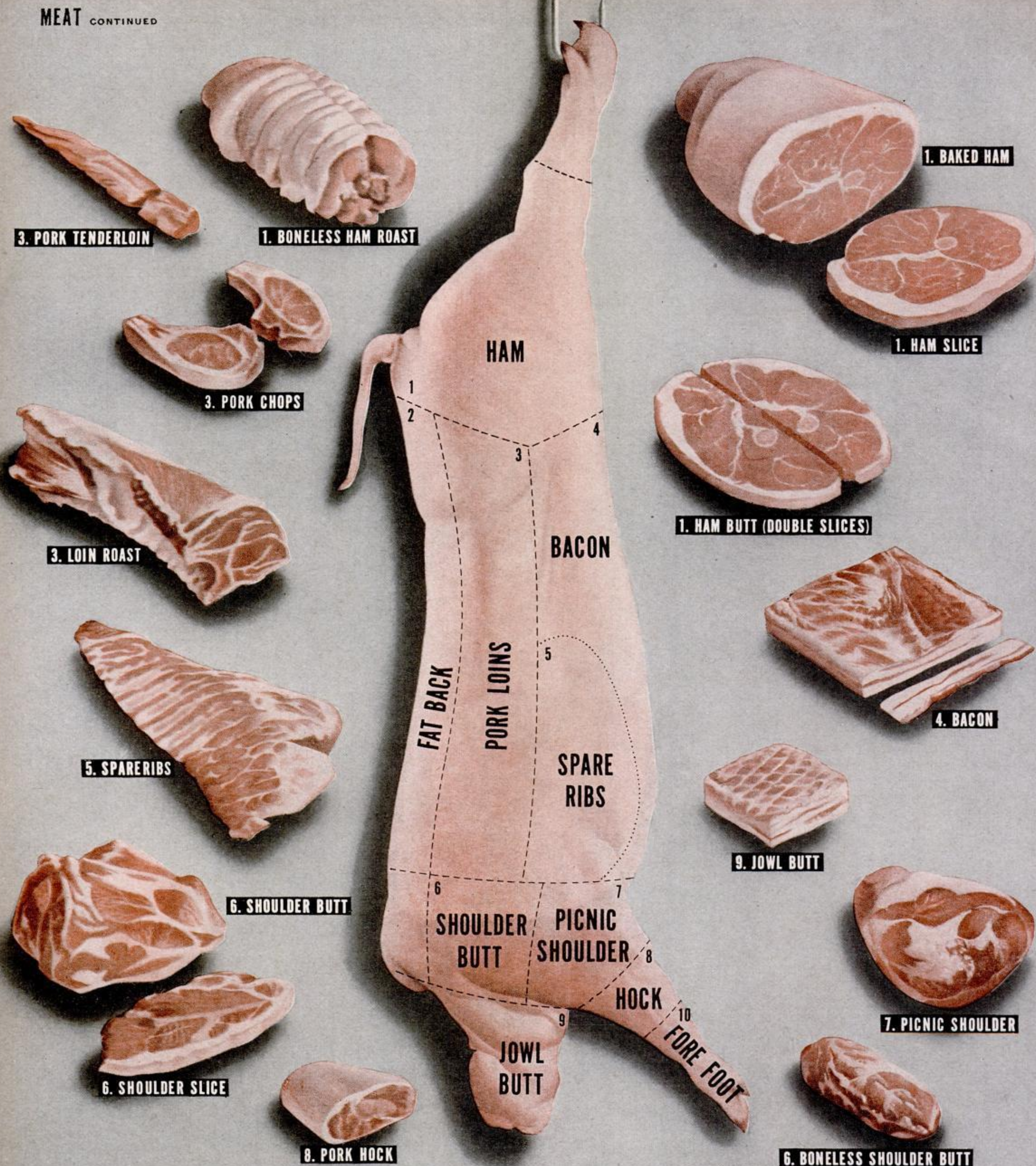
KIDNEYS

HEART

LIVER

TRIPE





A. Petrucci

PORK

This is the most popular and least expensive meat in the country. The average person eats 70 pounds of pork a year. Most expensive cuts are loin roast, tenderloin, chops, boneless ham roast, baked ham, ham slice, ham butt double slices. Medium-cost cuts are shoulder butt, picnic shoulder, shoulder

slice and bacon. Popular cheap cuts are spareribs and pork hock. Most hogs are a year old or less when slaughtered so that pork is fairly uniform and the government has not considered it necessary to grade it. Best quality guide to smoked pork is the packer's brand name. One of the best buys is a smoked ham. It keeps indefinitely and

there is little waste since the ham bone can be used for split pea soup. Smoked shoulder butt, which has no bone, is a better buy for a small family. In buying fresh pork look for flesh that is grayish pink, firm and fine-grained. By mid-November the largest supply of pork in recent years is expected to hit the market and pork prices are coming down.

RECIPES FOR LOW COST MEAT

The thing to remember about low-cost meat is that it is usually less tender and less flavorful than more expensive cuts. It will not be tasty unless seasoned with herbs or wine, garlic or onions, salt and pepper. It will not be tender unless cooked over a low flame or in a moderate oven. Quick cooking toughens meat, so don't try to rush dinner.

ROAST SHOULDER AND SHANK OF LAMB

1 shoulder and shank of lamb (7-7½ lbs.)
1 tablespoon salt
¼ teaspoon leaf thyme
¼ teaspoon leaf marjoram
1 tablespoon flour

2 large onions, sliced
1 cup hot water
4 tablespoons flour
½ cup cold water

For better flavor, marinate meat in a sauce (p. 76) for an hour or two or even overnight. Turn it occasionally during marination. Place meat in roasting pan. Combine salt, thyme, marjoram and the 1 tablespoon flour and sprinkle mixture over meat. Put sliced onion around the meat in the pan and add the 1 cup hot water. Roast in a moderate oven (350°F.) for 3 to 3½ hours or 30 minutes per pound of meat, basting as often as possible. To make gravy when meat is done, pour off pan juices. Skim off most of the fat. Measure the liquid and add enough water to make 2 cups. Add the 4 tablespoons flour which have been mixed with the ½ cup cold water. Cook over low heat, stirring constantly, until thickened. Serves 6.

BONELESS BREAST OF LAMB, STUFFED

3 pounds boned breast of lamb
2 tablespoons minced onion
½ cup butter or margarine
6 cups soft bread crumbs
¼ teaspoon powdered thyme
¼ teaspoon powdered sage
¼ teaspoon celery seed
½ teaspoon salt

¼ teaspoon black pepper
4 tablespoons olive or salad oil
1 clove garlic
½ cup hot water
½ cup red wine
4 tablespoons flour
½ cup cold water

Sauté onion in butter about 5 minutes or until golden brown. Remove from heat and add bread crumbs, thyme, sage, celery seed, salt and pepper. Mix lightly with fork. Place this stuffing mixture on meat and roll up like a jelly-roll. Secure with skewers or tie tightly with string. Heat oil in Dutch oven or large skillet. Brown meat on all sides in hot oil. Add garlic, the ½-cup hot water and wine. Cover and cook slowly for 2 hours or until meat is tender. To make gravy, measure pan juices and add water if necessary to make two cups. Mix flour with the ½ cup cold water, stirring until smooth, and add to pan juices. Cook over low heat stirring constantly until thickened. Serves 5 to 6.

LAMB NECK STEW

2½ lbs. neck of lamb, cut for stew
4 tablespoons butter
4 cups cold water
1 bay leaf
8 peppercorns
2 large tomatoes, peeled, or 1 cup drained canned tomatoes
12 small whole onions
1 clove garlic, minced
½ cup chopped celery, stalks and leaves

¼ cup chopped green pepper
1 tablespoon salt
8 small potatoes, peeled
4 carrots, cut in chunks
1 cup fresh peas or ½ package frozen peas
2 tablespoons chopped parsley
6 tablespoons flour
¾ cup cold water

Sauté meat in butter until nicely browned. Place it in a deep saucepan and add the 4 cups of water, bay leaf, peppercorns, tomatoes, garlic, celery, green pepper and salt. Bring it to a boil uncovered, reduce heat and cover. Simmer for 1 hour. Add onions and continue cooking for 30 minutes. Add potatoes and carrots and boil for 20 minutes. Add peas and parsley and continue cooking for 10 minutes. Mix flour with the ¾ cup water and add to stew. Reduce or increase amount of flour according to consistency of stew desired. Cook over low heat, stirring constantly, until thickened. Serves 6.

BOILED CORNED BEEF PLATE

5 lbs. corned boneless plate
2 medium sized onions, quartered
6 peppercorns, crushed

1 bay leaf
1 stalk celery, with leaves
3 whole cloves

Wash meat thoroughly to remove brine. Place in large saucepan and add cold water just to cover. Bring to a boil. Drain off water. Add enough boiling water to cover meat. Add onions, peppercorns, bay leaf, celery and cloves. Bring to a boil, reduce heat, cover and simmer for 3 hours or until meat is tender. Serves 4 to 5.

CONTINUED ON NEXT PAGE

"There's a
new word
in the
Fashion
world"

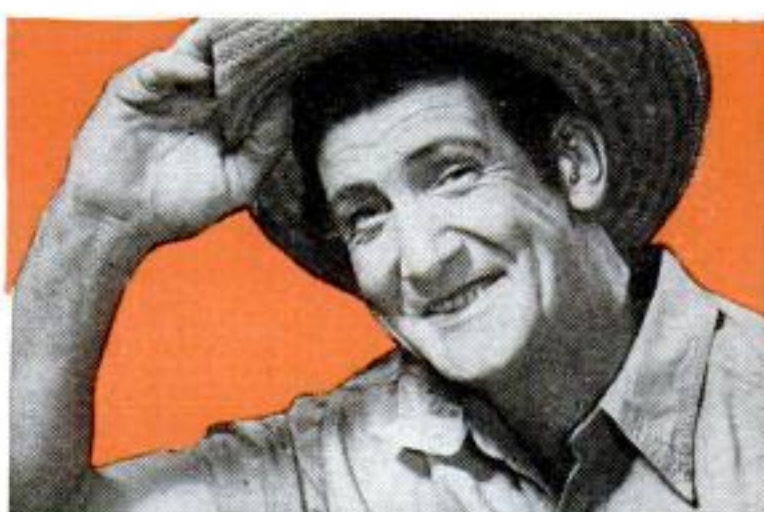
"it's
Acetate
the
beauty fiber"



Acetate is the chemically made textile fiber, cellulose acetate, pioneered by Celanese Corporation of America



"I'm a week-end handyman. I find Boraxo does a thorough, fast job!"



"My dirty hands need more than just plain soap . . . Boraxo's the answer."

THERE GOES THE DIRT... *FAST!*



You don't have to scrub your hands to get them really clean . . . use Boraxo! It gets off dirt in seconds . . . yet it's as easy on your hands as fine toilet soap . . . leaves hands smooth and well groomed. Buy the regular size, or the money-saving one-pound can.

BORAXO GETS OUT DIRT PLAIN SOAP CAN'T REACH!



Mother likes mild Boraxo for herself...for youngsters' hands and knees. Saves towels!



So easy to use . . . just pour fast-working Boraxo on wet hands . . . no hard rubbing.



In seconds Boraxo gets even nails clean! Start your family using Boraxo right away!

ANOTHER FAMOUS "20 MULE TEAM" PRODUCT

MEAT CONTINUED

KIDNEY STEW WITH SHERRY

2 beef kidneys (about 2 lbs.)
2 cups chopped onion
12 peppercorns
¼ teaspoon freshly ground black pepper

1 teaspoon salt
4 tablespoons flour
3 to 4 tablespoons sherry

Cover kidneys with cold water. Bring to a boil and cook covered for 10 minutes. Drain. Return kidneys to saucepan, add 4 cups hot water, onions, peppercorns, ground pepper and salt. Bring to a boil, cover, cook gently for ¾ hour. Remove kidneys from broth. Cut in small pieces, discarding membranes and tubes. Measure broth, adding water if necessary to make 3 cups. Remove peppercorns. Combine broth with flour and return to saucepan with kidneys. Cook over low heat, stirring constantly, until mixture is thickened and bubbly. Season with additional salt and pepper if necessary. Add sherry to taste and serve at once. Serves 4.

SPICED GROUND MEAT

2½ lbs. ground meat
6 tablespoons red wine or water
1 teaspoon paprika

¼ teaspoon Tabasco sauce
2 teaspoons salt
½ teaspoon pepper

This hamburger does not need to be ground top round. Butcher's ground meat will do. Knead meat and other ingredients thoroughly in bowl. Shape loosely into full large cakes. Cover bottom of iron skillet very lightly with additional salt. (No fat is needed.) Fry hamburgers slowly, turning over once, until the meat is done to the desired degree. Serves 4.

OXTAIL PIE

2 oxtails (about 4 lbs.) disjointed
4 tablespoons flour
4 tablespoons butter
1 cup each, sliced onions, carrots, celery
½ cup thinly sliced mushrooms
2½ cups (1 #2 can) tomatoes
½ cup dry white wine
1 cup beef stock, or bouillon

1 clove garlic, minced
2 small bay leaves
12 peppercorns, 1 teaspoon salt
¼ teaspoon nutmeg
Rich pie crust (your recipe or pie crust mix)
2 tablespoons milk

Wash oxtails thoroughly. Dry. Trim off excess fat. Dredge with flour and sauté in butter, with mushrooms, onions, carrots and celery, until meat is well browned. Add remaining ingredients (except pie crust and milk). Mix well, bring to a boil, reduce heat, cover and simmer for 2½ to 3 hours or until meat is very tender. Skim off fat. Pour stew into a 3-quart casserole. Top with pie crust, rolled ¼ thick. (Cut slits in crust to allow steam to escape while baking.) Brush crust with milk. Bake in a very hot oven (450° F.) 15 minutes. Serves 6 to 8.

SAVORY PORK HOCKS

4 pork hocks
1 large onion, sliced
2 cloves garlic, crushed

¼ teaspoon leaf thyme
¼ teaspoon leaf sage
2 teaspoons salt

Wash pork hocks well. Place in a large saucepan with onion, garlic, thyme, sage and salt. Add cold water to cover meat. Bring to a boil, reduce heat, cover and simmer about 3 hours. Serves 4.

BARBECUED SPARERIBS

3 lbs. spareribs
1½ cups honey
4 tablespoons soy sauce

3 drops Tabasco sauce
¼ teaspoon freshly ground black pepper

Have butcher cut meaty spareribs into serving-sized pieces. Place spareribs in roasting pan. Combine soy sauce, pepper, Tabasco and spread over meat. Pour on the honey. Let stand for ½ hour. Turn spareribs over and baste thoroughly with sauce. Let stand for ½ hour. Place in moderate oven (350° F.) and roast (on rack, if crispness is desired) for 1 hour and 20 minutes. Turn and baste occasionally while cooking. Cover meat with sauce. Serves 4.

BONELESS SMOKED SHOULDER BUTT, VIRGINIA STYLE

2 lbs. smoked boneless shoulder butt
½ bay leaf, 4 whole cloves
1 large onion, sliced

¼ cup pineapple juice
½ cup brown sugar
½ teaspoon dry mustard

Place meat in large saucepan. Cover with cold water. Add cloves, bay leaf and onion. Bring to a boil, reduce heat, cover and simmer for 1 hour. Remove meat, place in roasting pan. Combine pineapple juice, brown sugar and mustard. Spread over meat, bake in 375° F. oven for ½ hour. Serves 4 to 5.



The Beer that made Milwaukee Famous



"Howdy, pardner!"

This cowpoke puts into simple words the feeling millions of people have about Schlitz Beer.

The very sight of that familiar bottle . . . and you remember how much you enjoy the *taste* of the beer inside it.

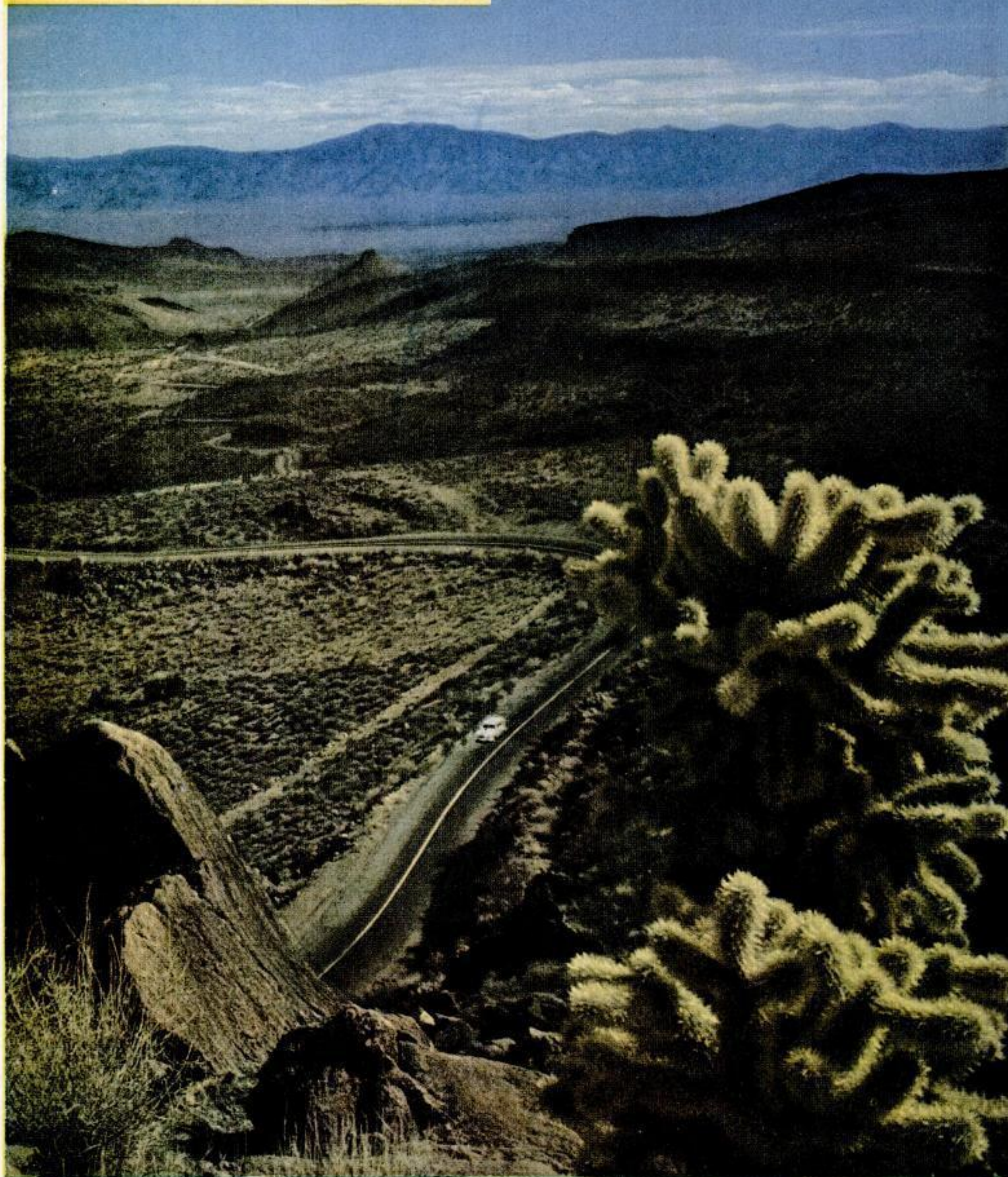
Fact of the matter is, pardner . . .

**Schlitz tastes so good to so many people,
it's first in sales in the U.S.A.**

RADIO HEADLINER: "The Halls of Ivy", with the Ronald Colmans, Wednesdays, NBC.
TELEVISION HIT: "Schlitz Playhouse of Stars", Fridays, CBS-TV.

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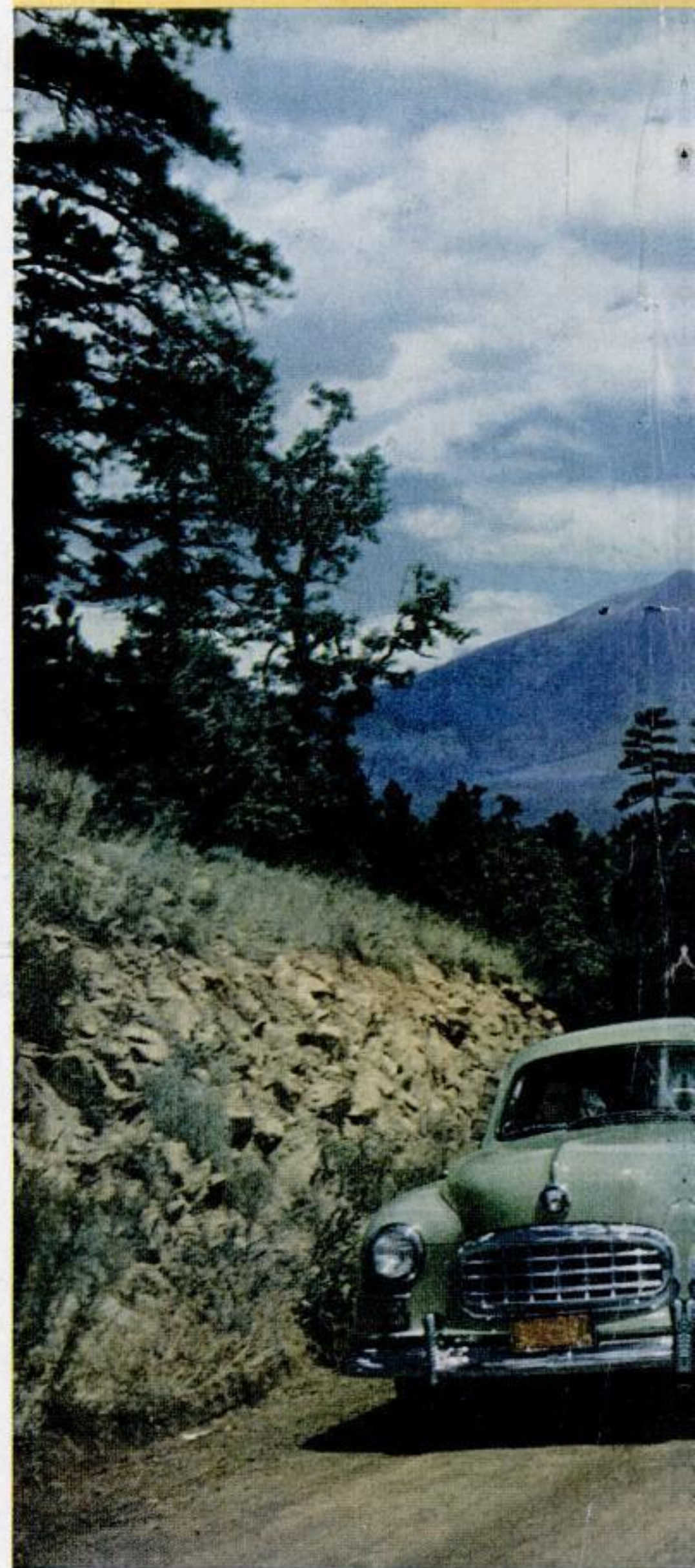
WE prove it!



A tire can be built for mileage alone, or for safety, or for traction—but a Goodyear tire combines more of each of these qualities than any other tire.

On roads such as this one in Arizona, we prove time and again that for all-around performance the Super-Cushion has no equal.

CAR MAKERS



You want tires that provide quick stop-and-go; tires that are better in *every* way. Goodyears are! Car makers test-drive cars on roads such as this

More people ride on Goodyear tires than

Super  *cushion* by

GOOD



Super-Cushion, T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio

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prove it!



one in New Mexico. These experts, who really know tires, use more Goodyear Super-Cushions than any other tire.

YOU prove it, too!



Find from your own driving experience, too, that for a soft ride, for long mileage and safety, the Goodyear Super-Cushion is in a class by itself. For

36 years it has been true that more people ride on Goodyear Tires than on any other kind. (Above: The Pentagon in Arlington, Virginia.)

on any other kind

GOODYEAR



First for Beauty—First for Thrift!

Pure, mild Ivory in this dainty Personal Size!



Beauty favorite — beauty size!

See? This dainty Personal Size Ivory is just as lovely to look at as it is to use! And your

complexion will look its loveliest, too, pampered with gentle Ivory care—the most famous skin care in the world!



Beauty for you—That Ivory Look

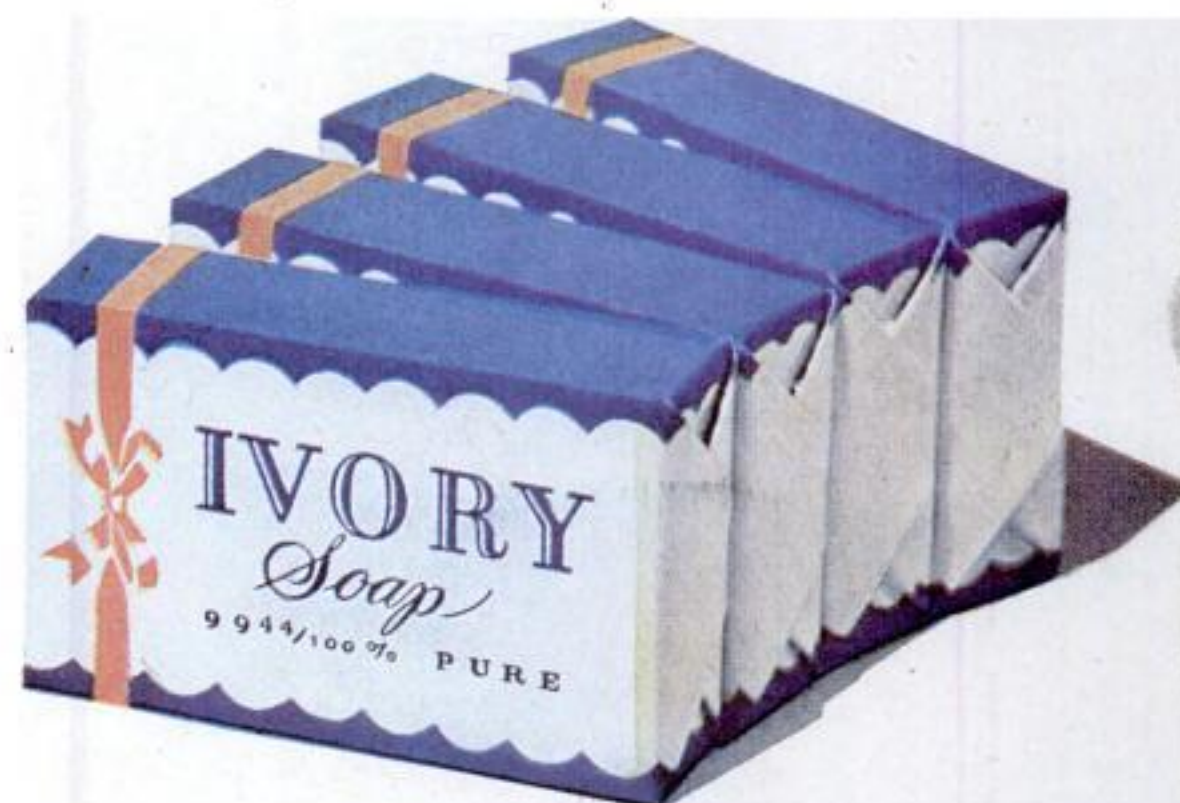
Personal Size Ivory, you know, is the toilet soap size of pure, mild Ivory . . . the soap more doctors, more skin specialists, advise for baby's skin and yours than any other. So change to regular care, and use Ivory. *In seven days*, you'll have a softer, smoother, younger-looking complexion—*That Ivory Look!*



Beauty that saves your budget, too!

Isn't it wonderful to know that *four* cakes of this lovely Personal Size Ivory Soap actually cost you no more than *three* cakes of other well-known toilet soaps! From *every* point of view, it's your best beauty buy! So get a supply of Personal Size Ivory today and start enjoying its gentle, thrifty beauty care!

**4 cakes of Personal Size Ivory
cost about the same as 3 cakes of
other well-known toilet soaps!**



99⁴⁴/₁₀₀ % pure...it floats

More doctors advise Ivory than any other soap

DRESSED TO KILL

Ginger's garb saves play

Not one critic had a good word to say for the play *Love and Let Love*, but they all declared that Ginger Rogers (*see cover*), returning to Broadway after 21 years in Hollywood, looked terrific in everything she wore. In pink, tangerine or white slashed with scarlet (*left*), in furs or feathers, low-necked or high-necked, Ginger brought to the stage a female opulence unequalled since Florenz Ziegfeld rigged up his stars to look like goddesses dunked in diamonds. Ginger's warmest critical welcome came from the *Times's* Brooks Atkinson, who said, "She is beautiful and alive and has a sunny sense of humor. . . . No one that gorgeous can be entirely overwhelmed by a playwright's dullness." For all the pains Ginger had taken to get her play to Broadway (*pp.* 92, 94), even this might not seem praise enough. But to her fans she was making a personal appearance, and, as far as appearances went, it was a knockout.

CONTINUED ON PAGE 83

is your TV easy on the eyes?



"All the boys are coming out to watch the game on my new TV—why don't you come along, too?"



"Thanks, but I'm giving my eyes a rest from TV. It's getting so I can't sit through a show any more."



"Then you ought to come and see our Motorola TV with Glare-Guard...you'll notice how easy-on-the-eyes it is."

THE ONLY TV WITH ENGINEERED EYE-COMFORT IS...

Motorola TV with GLARE-GUARD



Big 17" Screen Mahogany Console
In Lined Oak Model 17K9
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Slightly higher South and West

GLARE-GUARD STOPS GLARE FROM ANYWHERE



ORDINARY TV SCREEN reflects light glare from its flat, mirror-like surface and creates viewing discomfort, picture distortion.

GLARE-GUARD keeps the picture clear of reflected light glare, directs reflections down out of the picture, out of your eyes!

A jury of noted doctors tested Motorola TV with Glare-Guard—proved it to be most comfortable to watch because up to 98% of reflected glare is eliminated by the optically-curved screen and special non-reflecting TV tube.



MOTOROLA TV IS MOST DEPENDABLE, TOO, the choice of dealers and owners as the TV requiring less servicing... most reliable for night-after-night performance in the home! This dependability is assured by constant quality control during production and by expert performance tests of all functions in both factory and laboratory.

MORE NEW MOTOROLA TV FEATURES FOR YOUR FULL VIEWING ENJOYMENT

Electro-Lock Focus • Filtered-Clear Pictures
Target Tuner • Superpower "Fringe" Pickup



James Mason—famous film, radio and TV star says "see me at my best on"

Motorola TV

Prices and specifications subject to change without notice.



IN PALE PINK coat-dress and feathered hat Ginger makes her entrance, waving white fox muff. Her lines are, "Am I too pink? Well, I had to put on something that would sort of lift me out of myself."



TANGERINE suit, with a long baby leopard skin stole flung over the shoulders, creates a more sophisticated impression. Ginger waxes rhapsodic about this light, soft fur, says it's "breathy, delicious."

CONTINUED ON PAGE 92

World Famous for Distinguished Service



PACH BROS. PHOTO

MRS. FRANKLIN D. ROOSEVELT

Author, educator, humanitarian, ANNA ELEANOR ROOSEVELT achieved unequalled accomplishments as Chairman on Human Rights in the Economic and Social Council of the United Nations. Her efforts have increased the effectiveness of the Council, elevated its prestige, revived the hopes of millions for peace and happiness. Her leadership in furthering the welfare of all peoples establishes for ANNA ELEANOR ROOSEVELT a first and foremost status in the ranks of the historical great.

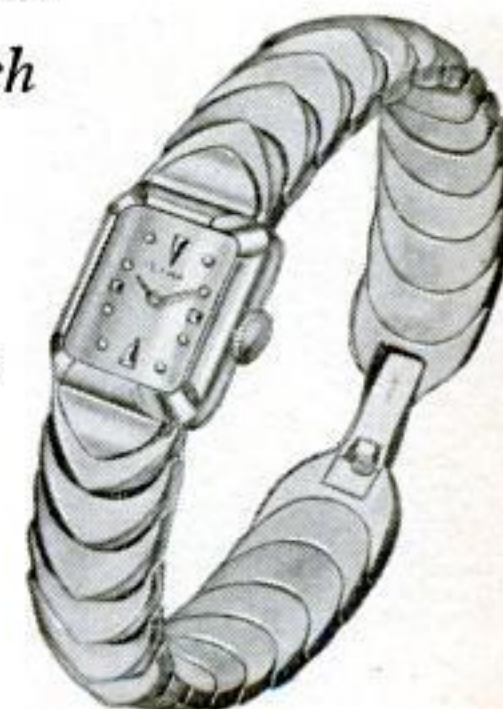


CYMA takes justifiable pride in the presentation to ANNA ELEANOR ROOSEVELT of the



*for those you would honor with pride
there is nothing finer than a Cyma watch*

Six generations have treasured their possession of CYMA watches. For more than 89 years, they have been famed for their precise accuracy and striking beauty. Today, this priceless heritage of watchmaking mastery distinguishes the ultra-modern new series of CYMA watches, now at fine jewelers everywhere...



Lady Cyma — 17 jewel watch, case and bracelet both 14K yellow gold.

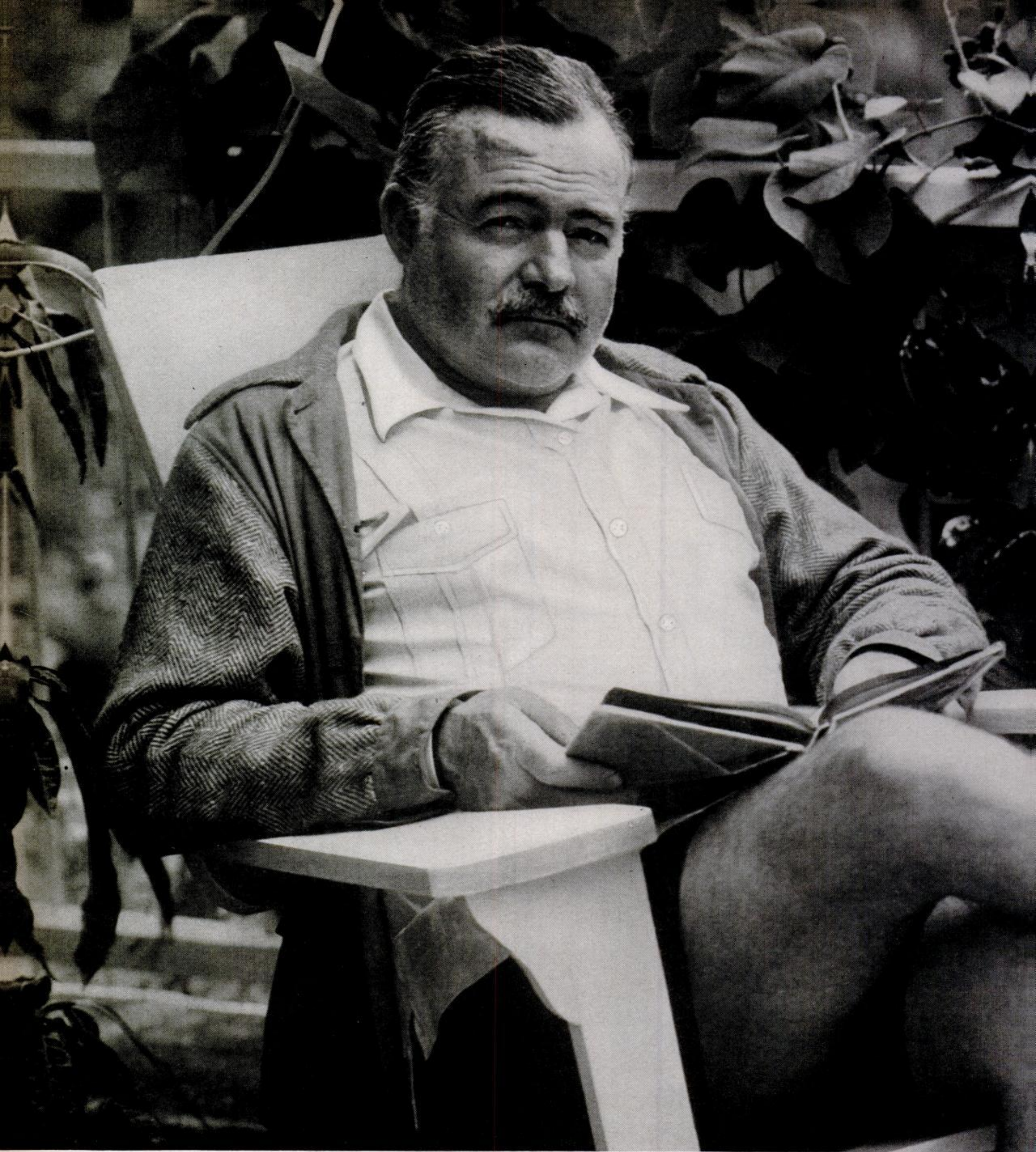


CYMA

*proud product of the celebrated watchmakers
of Tavannes, Switzerland, since 1862*

CYMA WATCH COMPANY, INC., FIFTH AVENUE, NEW YORK

Other Cyma watches for women from \$45.00 . . . in 14K gold from \$59.75



ERNEST HEMINGWAY, who has been called the greatest living American writer, is also internationally famous as a deep-sea fisherman. Since publication of *The Sun Also Rises* in 1926, his novels and short stories have enriched the literature of the English language consistently, year after year. His latest best seller is *Across the River and Into the Trees*.

In every refreshing glass... Purity, Body and Flavor —

HOW WOULD YOU put a glass of Ballantine Ale into words?

Here—Ernest Hemingway
turns his famous hand to it...

Ernest Hemingway

FINCA VIGIA, SAN FRANCISCO DE PAULA, CUBA

Bob Benchley first introduced me to Ballantine Ale. It has been a good companion ever since.

You have to work hard to deserve to drink it. But I would rather have a bottle of Ballantine Ale than any other drink after fighting a really big fish. When something has been taken out of you by strenuous exercise Ballantine puts it back in.

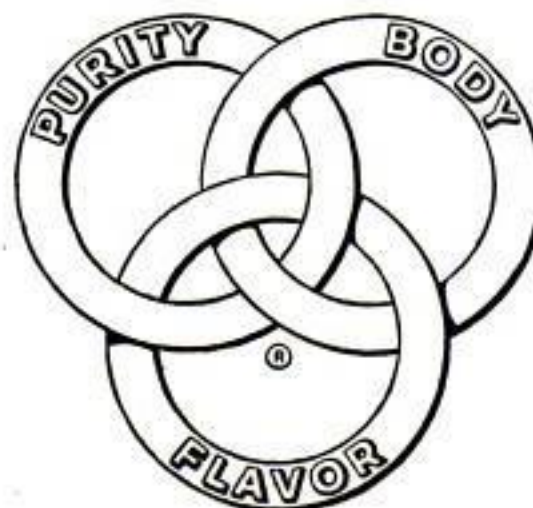
We keep it iced in the bait box with chunks of ice packed around it. And you ought to taste it on a hot day when you have worked a big marlin fast because there were sharks after him.

You are tired all the way through. The fish is landed untouched by sharks and you have a bottle of Ballantine cold in your hand and drink it cool, light, and full-bodied, so it tastes good long after you have swallowed it. That's the test of an ale with me: whether it tastes as good afterwards as when it's going down. Ballantine does.

Ernest Hemingway



BALLANTINE
America's largest selling **ALE**



P. Ballantine & Sons, Newark, N. J.



Enter

Purepac's

"HEALTH AID" SLOGAN CONTEST

10 Expense-Free Vacations for 2

Nothing to Buy • No Box Tops

**EASY
CONTEST
RULES**

Write an appropriate slogan of ten words or less to describe Purepac's complete line of Health Aids. Sample: "Your family's health deserves Purepac!" Official entry blanks at your local druggist... or write Purepac "Health Aid" Slogan Contest, P.O. Box 387, Radio City Station, New York 19, N. Y. Contest ends Dec. 15, 1951... Enter now!

You'll vacation at the glamorous **El Panama** hotel

...in exotic Panama City...for seven full days. You'll enjoy a studio-styled room, beautiful tropic gardens, a private pool, dancing and you'll choose three delicious meals a day—continental and Spanish cuisines.

You'll fly via **BRANIFF** International Airways

A luxurious four-motored DC-6 "EL CONQUISTADOR" will take you on a "sky-seeing" tour over the romantic Spanish Main to Panama—crossroads of the world. Tasteful complete meals will be served en route as part of Braniff's luxury service.



COUGHING?

Get **FAST** relief with
New T.H.C. Lozenges

At the first sign of a cough due to a cold, ask your druggist for quick-acting, pleasant-tasting T.H.C. Lozenges.

Take T.H.C. Lozenges wherever you go... for safe, effective cough relief.



ANOTHER FINE

Purepac
HEALTH AID



Easy-to-take... Easy-to-take with you!

DRESSED TO KILL CONTINUED



GINGER'S DEBUT on Broadway was in musical comedy, *Girl Crazy* (1930). In one scene she acted a señorita.

'I WAS SO GLAD TO BE HERE I COULD'VE DIED'

Two days after her opening performance Ginger gave the following candidly random account of her struggle to get her show, *Love and Let Love*, on Broadway. While she talked, LIFE's camera recorded a series of her expressions which annotate the headaches and humors of show business.

When I got out on the stage that opening night, it was like bringing a ship into port. I was so darned glad to be here I could've died. I wanted to get down on my hands and knees and thank God.

Our troubles really began when Louis Verneuil, the author of the show, got sick just before we left for our try-out performances in New Haven. Verneuil was the director, too, so there we were—like a bush-league football team going into the bigtime. No director, no writer, no producer. Things got so bad that Tony Farrell, our producer, went to his camp in the Adirondacks. He couldn't take it.

How did I get involved in the play? I've been wanting to get back to Broadway—read hundreds of scripts, I guess. Verneuil read this one to me at lunch. He reads well—charms the paper off the wall. I'd seen another of his plays, *Affairs of State*, in New York last winter and liked it a lot. Of course, this new one was about an actress and I've always hated actress parts, just loathed them. (Now I'm like Job in the Bible: the thing I most greatly fear has come upon me.) But the play sounded like a bubbly, frothy, cream-puffy idea. Fun to do. So we went to work on it.

For the costumes I was lucky to get Jean Louis at Columbia—wonderful little button of a Frenchman. I told him I wanted a pink suit. It turned out that his ideas of pink were different from mine. So I found a pale pink carnation in my garden and sent it to him with a note, "This is it." For my orange dress I found a geranium that was just right. The walls of our stage setting are the same dark shade of green as my living room in Beverly Hills. So I knew it would make a good background to the colors I'd picked.

We did all our rehearsing in California. On the day I took the train east I was told that Verneuil, who along with his duties as director and author acted the leading male role, had had a heart attack. He came east on a later train, but from then on he was seldom able to work on the show, and in New Haven his role had to be acted temporarily by

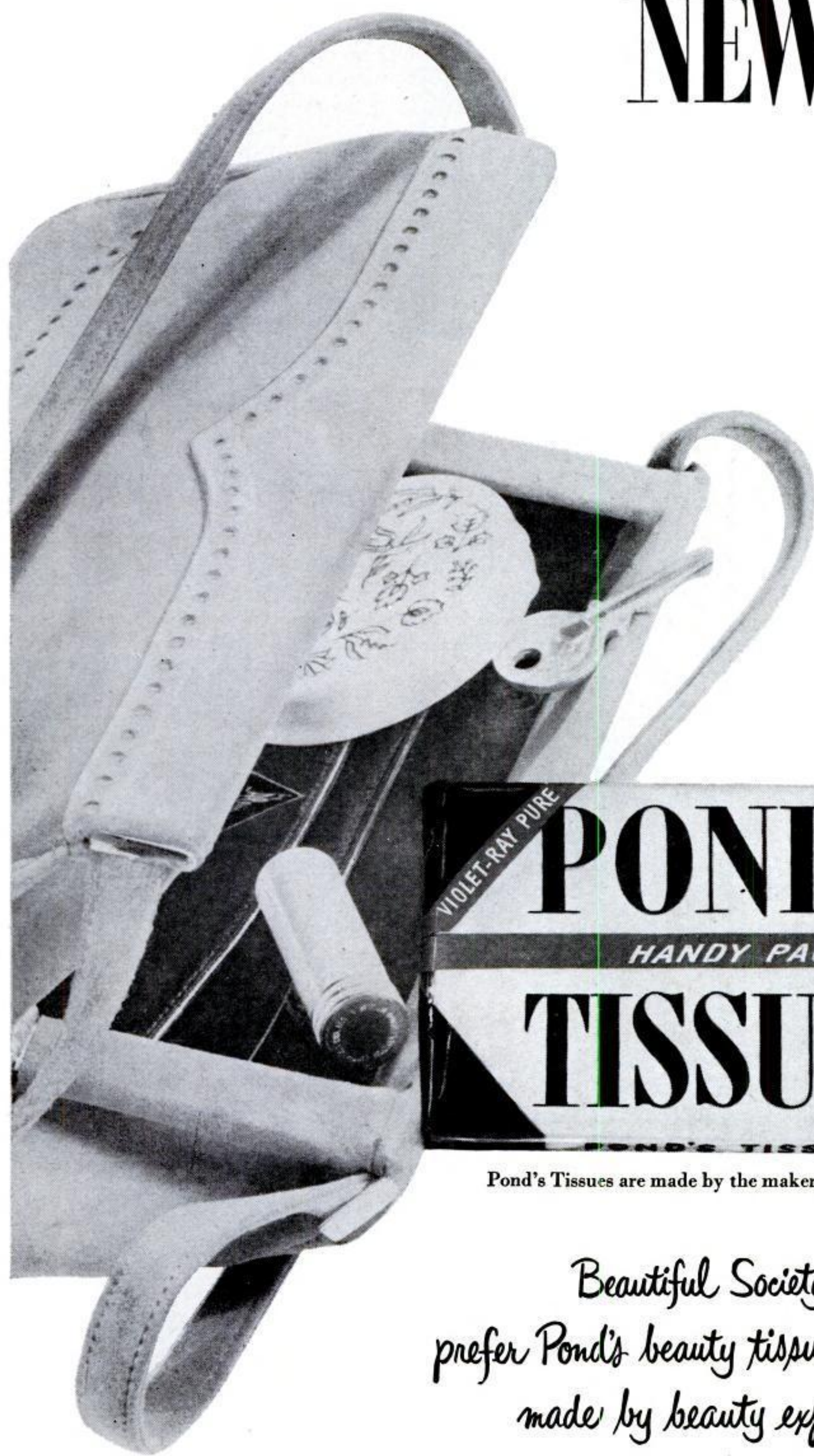


CONTINUED ON PAGE 94

NEW! Pond's famous *beauty tissues*

now in the slim
cellophaned

HANDY PACK



Pond's Tissues are made by the makers of Pond's Creams

*Beautiful Society women
prefer Pond's beauty tissues —
made by beauty experts*

MRS. GEORGE JAY GOULD, JR. says:
"Pond's Tissues are the closest thing
to a fine handkerchief I've ever used
—the smoothest, the strongest, and
so absorbent. And now it's especially
wonderful to have Pond's Tissues in
the new handbag-size package . . . each
one stays immaculate until I need it."

THE VISCOUNTESS BOYLE says:
"I'm very fussy about using only the
softest tissues on my skin," says this
charming international society
beauty. "Pond's Tissues are perfectly
wonderful for removing make-up . . .
and they make such divinely
soft handkerchiefs."

MRS. DAVID ANTHONY DREXEL says:
"There are no finer tissues than
Pond's. I'm completely spoiled by
their beautifully smooth texture. And
I love the new little Handy Pack for
my handbag. It's a marvelous new
convenience—keeps these wonderful
tissues immaculately clean!"

**Tuck a neat little Handy Pack in
your purse or pocket**
and you'll have these softer, stronger
tissues right where you want them—
when you *need* them! No more messy,
loose tissues in your handbag! Slim,
tuckable Handy Pack *keeps* Pond's
Tissues fresh . . . *neat!*

**The only tissue SUN-PURIFIED
by ULTRA-VIOLET RAYS!**
Like all Pond's Tissues, Pond's Handy
Pack tissues bring *new* protection to
delicate facial skin . . . because *every*
tissue is constantly "bathed" by purifying
ultra-violet rays during the whole folding
and packaging process. This gives
Pond's Tissues a *unique*, super-cleanness.
Makes them extra good to skin!

For school, car, office—the whole
family will love this slim, cellophaned
packet of Pond's Tissues.

Handy Pack of 12 full-size tissues
(24 pulls)
... just 5¢



*for the family—
buy them by
the carton!*



SELECTION MEANS PERFECTION

Every smoker benefits from careful product selection. It's the *selected* leaves from the center portion of the tobacco plant that make your favorite smoke so mild and flavorful.

"Heart-of-the-Run" ^{*} Is Perfection!



MEDLEY BROS. is a better Bonded Bourbon because every drop is "Heart-of-the-Run"*. Four generations of our Medley distilling family have adhered to this quality feature.

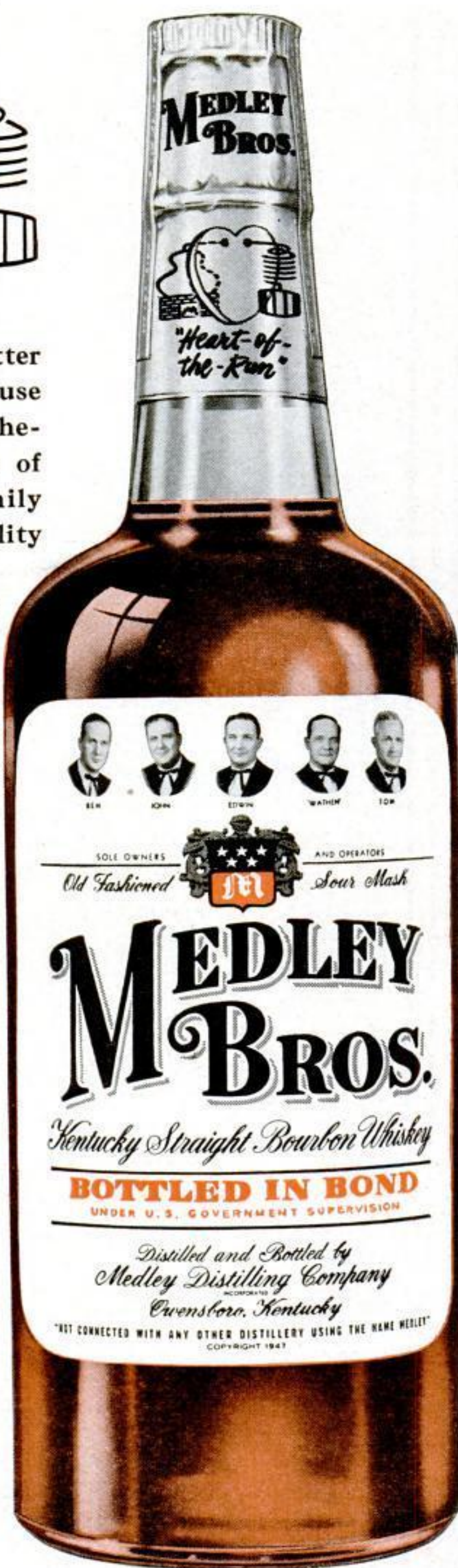
The result—a superior sour mash whiskey—the one you will want to ask for and serve when only the finest Kentucky Straight Bourbon fits the occasion.

Kentucky
STRAIGHT
BOURBON WHISKEY
100 PROOF
BOTTLED
IN BOND

Medley Distilling Company
Owensboro, Ky.
Owned and Operated Exclusively
by the Five Medley Brothers

* T. M. REG.

"Heart-of-the-Run" whiskey means the middle and best part (the heart) of each day's run. The first part (heads) and the end (tails) of each day's distillation contain undesirable ingredients and are never allowed to go into whiskey made by the Medley Distilling Company.



DRESSED TO KILL CONTINUED

an understudy. We felt like a kettle of fish on ice. We interviewed actors frantically, and finally signed up Paul McGrath, who learned the long part in six days, and opened the next week with us in Philadelphia. Thank heaven our two main actors, McGrath and Tom Helmore, are very good—both gentlemen and gracious.

We floundered on to Washington and then we hit Boston. I'd been told Boston audiences were bitter and critical. All frustrated New Englanders. But that's a big fallacy. They were wonderful. My God, Washington's a bad show town. But Boston's lovely.



There was a lot of talk about not bringing the show to New York. It was Lee Schubert who encouraged me to come in. He said, "It's not a great show. Silly not to bring it in though. It'll sell, and the women will love it." He was right. Women who play cards and have luncheons, boy, those are the gals who love our show. They sit there and hit each other in the ribs and chuckle.

For six weeks we were like babes in the wood without an author or director. I'd heard that Windy [Director Bretaigine Windust] was free, and I'd worked with him before in Hollywood. I prayed, "Please, dear Father, give us Windy." We needed a captain, somebody to say, "Stand over there, Rogers, and don't talk back." Well, we got Windy—he's an elegant thing for an actor—and Sally Benson, God love her, came to work on the script.

She dictated her scenes to a typist, and we grabbed the paper from her typewriter and tried to put the new scenes into the show every night. After a week of that Sally got sick, too—really sick. Ten days before we opened in New York 48% of our script was rewritten. Maybe that's not unusual, but I do know it's real rough.

I'll stick by the show as long as people want to see it. And right now we have a \$150,000 advance sale. We'll probably go at least to Christmas. I hope so; I've got a beautiful, Christmasy red dress that I can't wait to wear in the second act.


Do I want to do another play on Broadway? Of course I do. I love the theater. I planned to have Thursday matinees of our show so I could attend all the Wednesday matinees.

Some people here at my hotel went to see our show and sent me some flowers, with a note saying they'd enjoyed it. I didn't know who they were, but I phoned them to say thank you. They said they liked it as well as *The King and I*. Regardless of what the critics say, I'll always be glad we came to New York. We could have gone on touring around the country, probably playing to packed houses and getting our money back on the show. But I'd rather be a sitting duck in a big pond.



GINGER'S RETURN finds her playing two sisters. As mousy one (above) she confounds diplomat Paul McGrath.

Arvin TV

Visible Value  You can see the difference!



Arvin's finest table model, rich with the beauty of limed oak. Big 21-inch Perma-Focus picture, protected by glare-proof, removable safety glass. Peak performance! Matching table, with swivel top, at slight extra cost. (Model 5211TB) Also in mahogany finish.



Modern styling in imported mahogany veneer; 20-inch Perma-Focus picture; Velvet Voice tone. All Arvin's famous features. Oversize casters. (Model 5204CM)



For that modern room; the perfect beauty of bisque blond oak! 17-inch Perma-Focus picture; exclusive Velvet Voice tone. (Model 5170CB) Also in mahogany.



Magnificent French Provincial styling in selected cherry, with 21-inch Perma-Focus picture. Moves easily on oversize casters. (Model 5212CFP)



Trim table model styling in rich mahogany veneer with 17-inch Perma-Focus picture; Velvet Voice tone; matching table at small extra cost. (Model 5171TM)



Brings every station closer
— makes every picture clearer!

TAKE time to know that you're getting the best when you shop for TV! See for yourself how Arvin's mighty Dual Power Chassis pulls in distant stations.

Compare, too, the greater beauty of Arvin cabinet styling and Arvin's sturdy, durable construction—built to last for years!

Set Arvin's controls for the exact bright-

ness and contrast you prefer. See how they automatically hold that setting as you change stations, how they rebuff "airplane flutter" and other interference in Arvin's big 17, 20 or 21-inch pictures.

With twenty-six tubes, including rectifiers and picture tube, the range of Arvin's Dual Power custom chassis is enor-

mous—so great that a special control is provided to reduce signal strength of nearby stations for maximum picture clarity.

Arvin is first to offer TV sets with UHF tuner built-in; easily converted to receive color, too. Screen sizes 8½ to 21 inches. Prices from \$129.95 plus tax and warranty. See Arvin, and you'll see the difference!

Arvin Industries, Inc., Columbus, Ind. (Formerly Noblitt-Sparks Industries, Inc.) — Also makers of Arvin Radios, Electric Housewares, Car Heaters, Metal Furniture, Ironing Tables.

WESTERN MAN AND



"VERDICT OF THE PEOPLE," George Caleb Bingham's painting of a Missouri election day in the 1850s, which now hangs in Boatmen's National Bank

of St. Louis, caught the gusty feeling of triumph with which free Americans approached the polls. Freedom was too newly won to be taken as a matter of

THE AMERICAN IDEA



course, and elections were celebrated as great holiday events—unique manifestations of the developing American system described in the accompanying article.

**How U.S. was able to carry on
the great culture it inherited:
a chapter from a new LIFE book**

The article which follows is a conclusion to—and a culmination of—a famous series of LIFE articles, *The History of Western Culture*, which appeared in 1947–48. Beginning with the grandeur of the Middle Ages, the series moved from age to age, through the fresh flowering of the Renaissance, the excitement of the Explorations, the spiritual turmoil of the Reformation, the intellectual ferment of the Enlightenment in France, the richness of 18th Century England, the political and social revolutions of 1848, the contented elegance of the Edwardian Age. The purpose of the series was to give America, as the West's "heir and hope," an understanding of the wealth and glory it had inherited. Now the U.S. itself is the subject of the last chapter of a new book, *Life's Picture History of Western Man*, which is based on LIFE's Western Culture series and was prepared largely in response to readers' requests that the articles be made available in permanent form. "Western Man and the American Idea" was written by John Knox Jessup, who has just returned to his post as LIFE's chief editorial writer after having served for three years as chairman of the Board of Editors of FORTUNE.

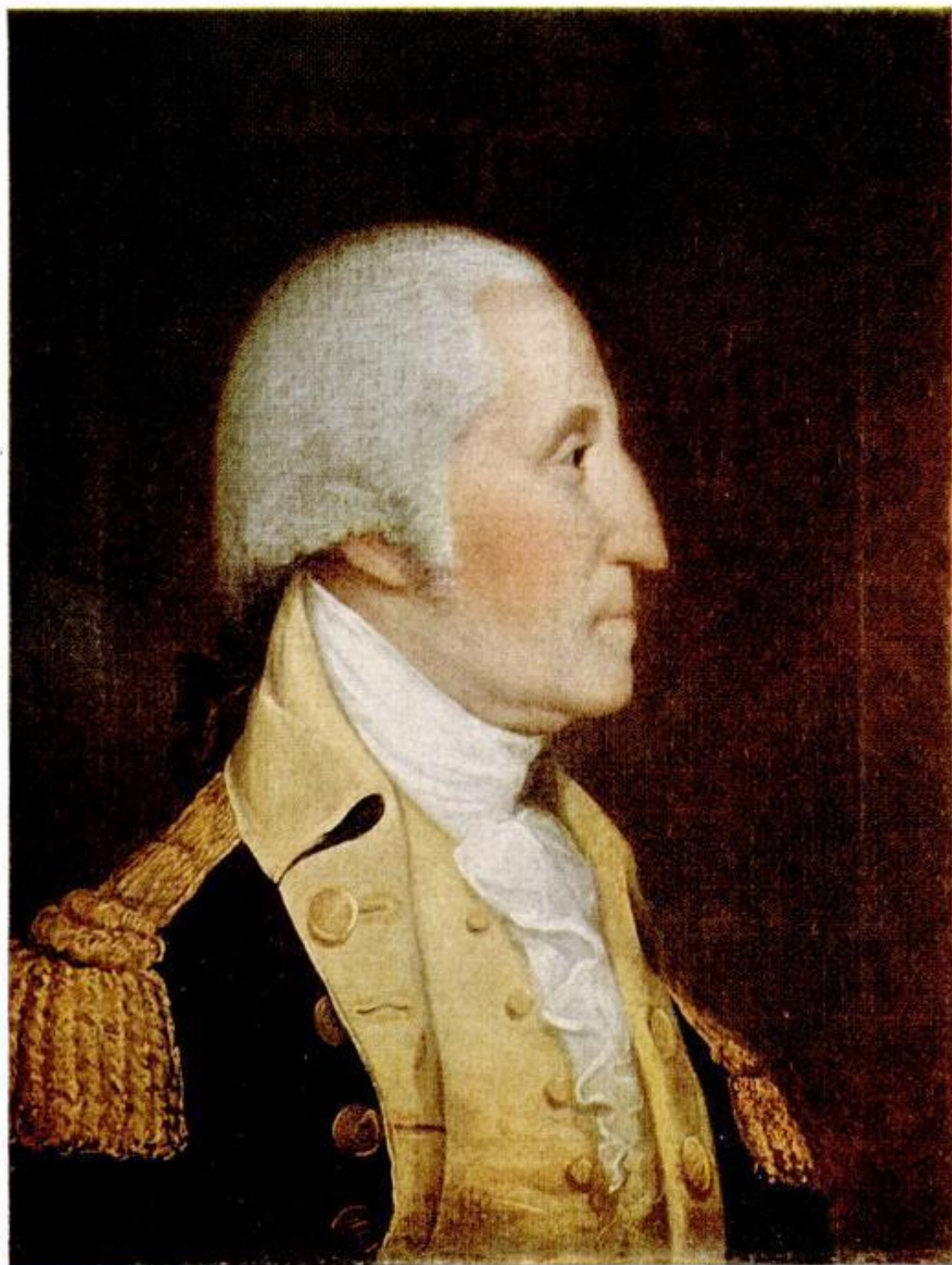
The *Picture History of Western Man* is a LIFE-size book of 306 pages, 113 of them in full color, reproducing not only the works of art which appeared originally in LIFE but many others which display the greatness of Western Man's cultural achievements. To the text material in the "Western Culture" series new chapters and hundreds of black and white illustrations have been added. Before publication more than 120,000 LIFE readers ordered the book, which lists at \$10 and is being distributed directly by LIFE and in bookstores through Simon & Schuster.

by JOHN KNOX JESSUP

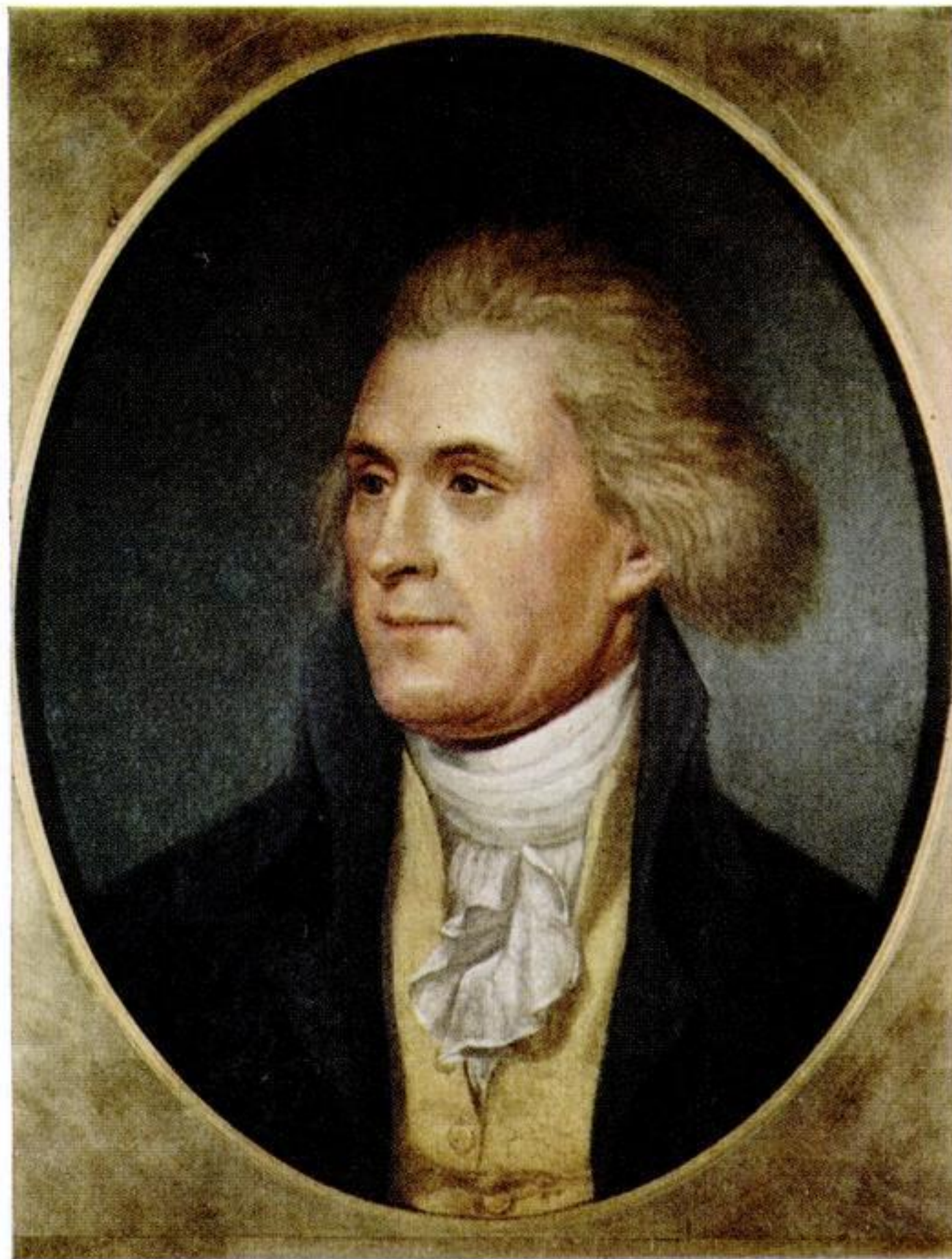
WHEN Gibbon was finishing the third volume of his autopsy on the Roman Empire, he addressed himself to the inevitable question: is Western civilization vulnerable to the same forces of decay that destroyed Rome? Surveying the world of 1780, Gibbon thought not. Before concluding (with true eighteenth century optimism) that Europe's wealth, happiness, knowledge and perhaps even virtue would go on increasing forever, Gibbon candidly considered the worst that could happen. "If a savage conqueror should issue from the deserts of Tartary, he must repeatedly vanquish the robust peasants of Russia, the numerous armies of Germany, the gallant nobles of France, and the intrepid freemen of Britain; who, perhaps, might confederate for their common defence. Should the victorious Barbarians carry slavery and desolation as far as the Atlantic Ocean, ten thousand vessels would transport beyond their pursuit the remains of civilized society; and Europe would revive and flourish in the American world which is already filled with her colonies and institutions."

In 1949 another learned Englishman, Wyndham Lewis, returned to the same question. Were not Europe's two great twentieth century wars what Toynbee feared might be the deathblow of Western civilization? Undoubtedly, said Lewis, "Western man was past help and now is dead." But this gave Lewis very little concern. European history had ceased to be interesting; what mattered now was not Western Man but universal man or, as Lewis called him, "cosmic man." And, luckily, the first prototypes of that unprecedented creature were already to be found in America, which Lewis discovered to be "an epitome of all societies . . . more universal than the Roman Empire . . .," destined to lead not just Europe but mankind into the first truly cosmic age of peace.

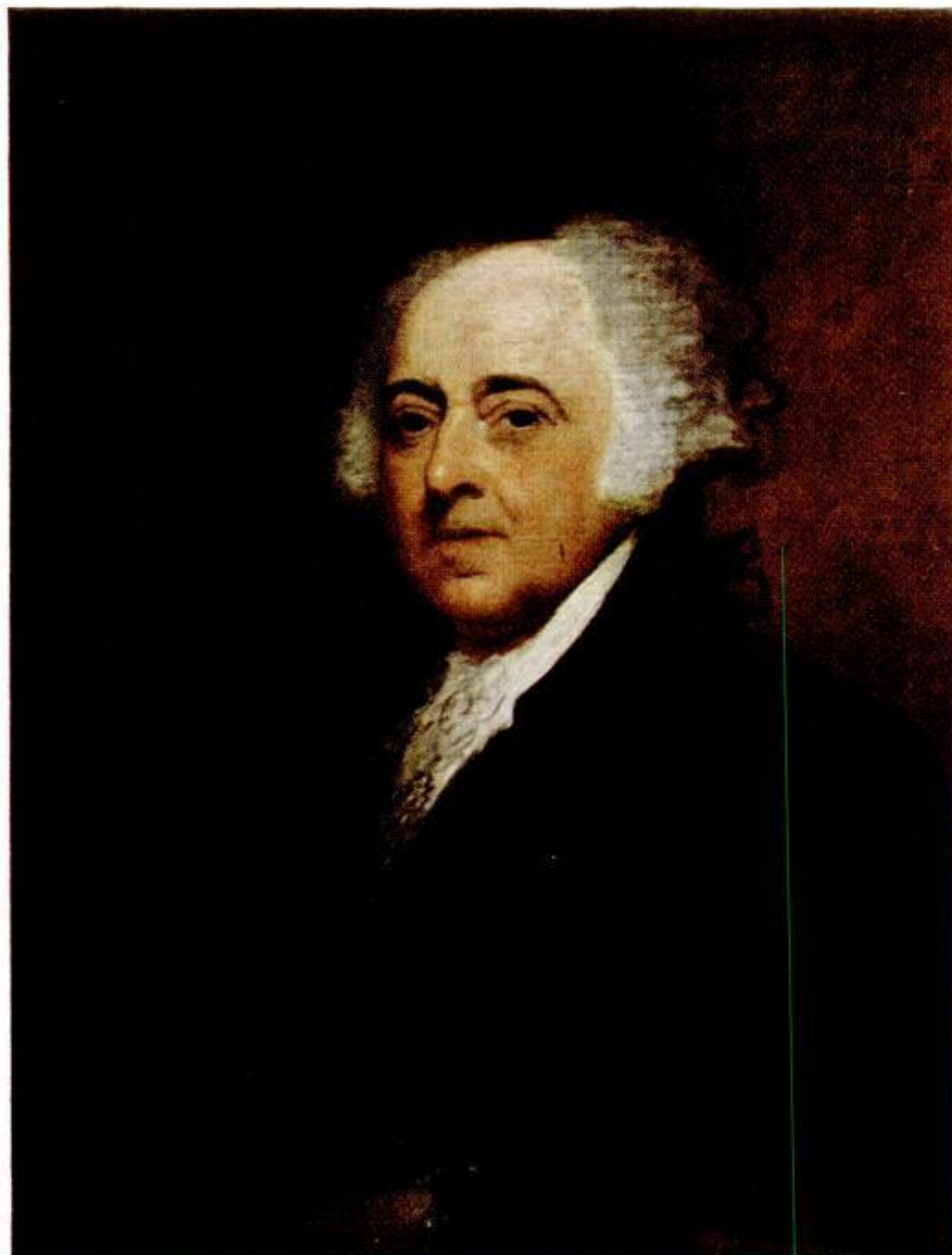
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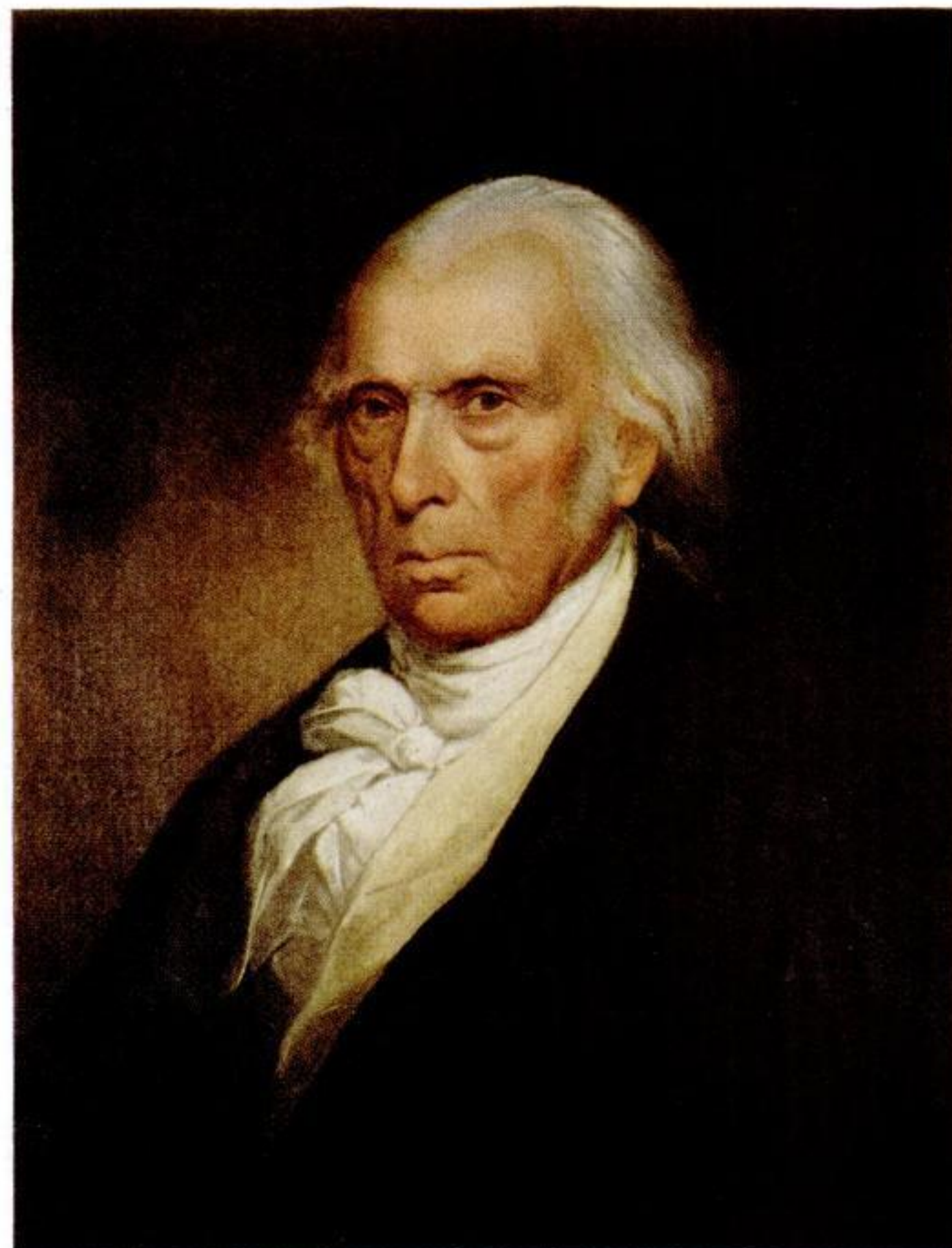
GEORGE WASHINGTON brought many great gifts to the founding of the U.S., but perhaps the greatest was the common sense which reconciled the disagreements of the Revolutionary period. In portrait by Joseph Wright, Washington wears the look of quiet strength that made him a bulwark of the Republic.



THOMAS JEFFERSON, among the country's Founding Fathers, nourished ideal of a "yeoman's democracy" where every man would own his land and, with his fellows, control a free society in which no one would be very rich or very poor. By organizing groups and factions, he created country's first great political party.



JOHN ADAMS, the revolutionist and philosopher who became the second President of the U.S., believed that the "institutions now made in America will not wholly wear out for thousands of years," put his faith in the development of a democracy that would always operate under a government "of laws, not men."



JAMES MADISON was one of the self-taught political geniuses—among others were Adams and Alexander Hamilton—who brought to the Constitutional Convention of 1787 not only a fiery belief in the Declaration of Independence but a greater knowledge of political philosophy than any other men of their time.

From its beginning, America has been the place where Western Man, in confidence or despair, could find hope. "America, you have it better," sang Goethe. Hegel declared America to be "the land of the future where . . . the burden of the World's History shall reveal itself . . ." Turgot called it "the hope of the world." The Englishman Richard Price called it "the fairest experiment ever tried in human affairs."

For their part, Americans felt the same way, only more so. The Founding Fathers all shared the joyous weight of what John Adams called "the best opportunity and the greatest trust . . . that Providence ever committed to so small a number since the transgression of the first pair." They were, they knew, the inheritors of all previous civilizations, yet also the founders of a wholly new one. They *felt* independent, not merely of George III, but of their European past.

Thus America from its start was an intoxicating spiritual experience as well as a place to live. Neither the wealth of America nor its exhilarating newness, however, explains very much. If we seek a real "meaning" in the American experience, we must follow three threads which intertwine with each other and with all that Americans have done, both at home and abroad. These three threads are (1) the *land* Americans have subdued and occupied, (2) the *ideas* Americans have lived by, and (3) the *habit* which has enabled them to remain comparative masters of that hardest of human accomplishments, self-government.

The land

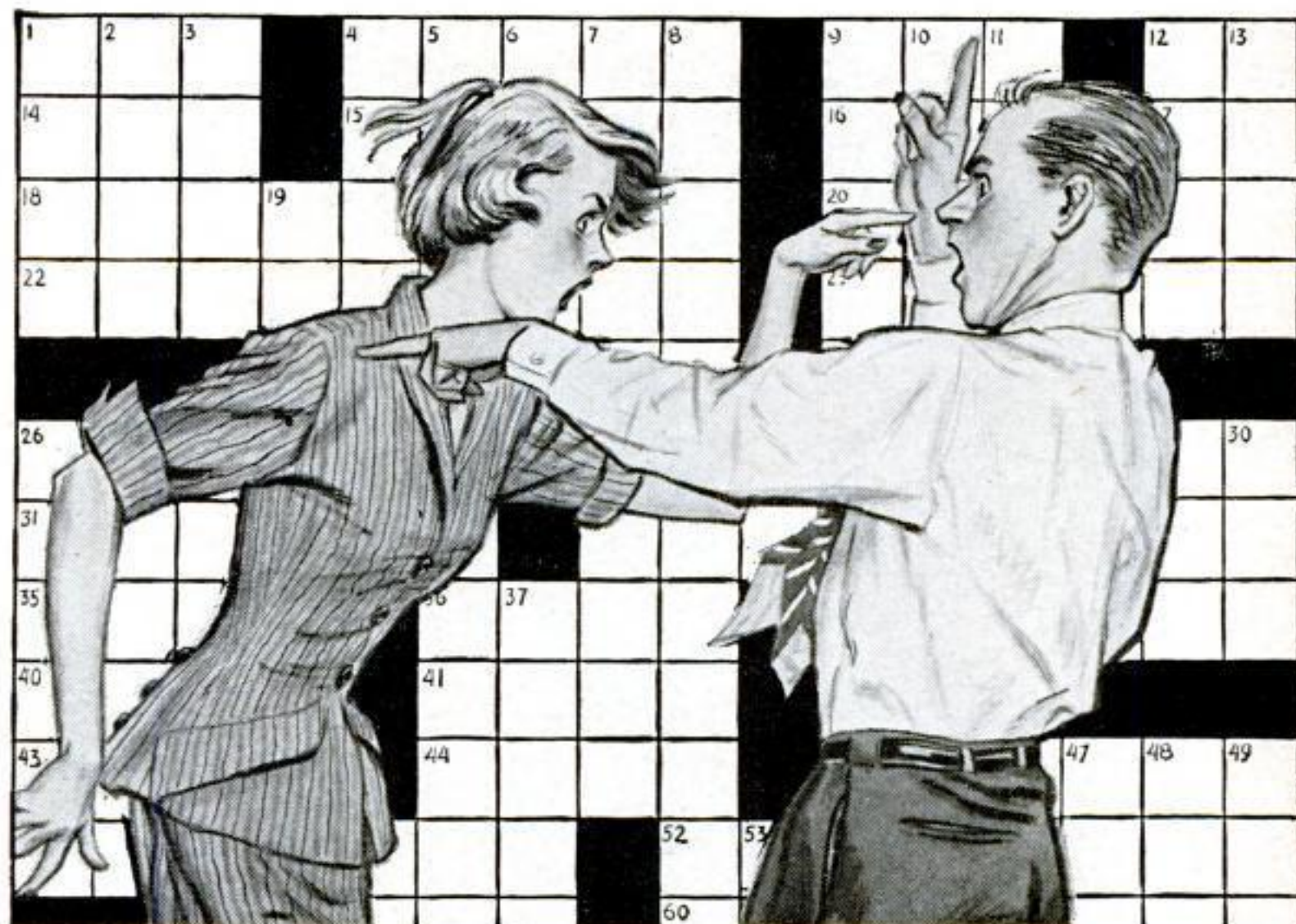
AMERICA was born with a noise at its back, the morning noises of three million square miles of virgin wilderness. These noises were at once sweet, howling, awesome and energizing. "A European, when he first arrives," wrote Jacques Crèvecoeur, the Hudson Valley farmer, in the 1770s, "seems limited in his intentions as well as in his views, but he very suddenly alters his scale . . . he no sooner breathes our air than he forms new schemes and embarks in designs he never would have thought of in his own country. . . . The American is a new man, who acts upon new principles." Certainly the earth was new; and it stimulated at least two kinds of newness in man. It put him in a new frame of mind, and it put him in a new kind of society.

For the new frame of mind he could partly thank the Protestant Reformation. That had given a new twist to the problem which had plagued Western Man since his beginning: the problem of good and evil. From the confines of long-fixed moral categories, Western Man was released by the Reformation into the custody of his own conscience. Calvinism had more impact on America than other creeds. Its central tenet—that man is spiritually helpless and his soul's fate predestined—relieved the believer's conscience of inner conflict, externalized his sense of evil and liberated him to war on his environment.

There was plenty to do as the frontier was moved westward from the Atlantic seaboard. There were Indians to be driven back, fields to be plowed, trees to be turned into cradles, cabins, coffins. Behind the rowdy coastal settlements, beyond the rich plantations, the holy work of reclamation went on, stimulated by the endless challenge of the wilderness and by great bursts of Baptist and Methodist revivalism. The Calvinist mandate, handed down from Jonathan Edwards to the Beechers and the Carrie Nations, later turned the ax against evil's other outward and visible forms: slavery, poverty, the saloon. Says Luther Billis in *South Pacific*, "If there's one thing I like it's a project." The good fight was a physical effort, not a spiritual one. Americans in their time have killed, cheated and probably scalped more Indians than vice versa, but they have not had bad dreams about them. Such was the new frame of mind.

But the wilderness also put the American in a new kind of society. To some it seemed a sort of Eden, a place where the vices of civilization were shed in the bosom of nature with Dryden's "noble savage." What interested Byron about Daniel Boone, that "active hermit" who opened up Kentucky and Missouri, was his presumed power of communion with nature. (But even to this day, it is not clear whether Daniel regarded himself as an advance agent of civilization or a refugee from it.) The American's homesickness for a real Eden found its last serious spokesman in Thoreau, who wanted every man to be "like a wild antelope . . . part and parcel of Nature . . ." and claimed that "in Wilderness is the preservation of the World." But this pantheistic mood conflicted with the Calvinist mandate of battle, a mandate fortified by Herman Melville's tremendous discovery (he had lived in a real Polynesian paradise) that nature itself contains a principle of evil. Behind its rainbow, he wrote, lurks a fearful whiteness, that "visible absence of color" which, like the Milky Way, "shadows forth the heartless voids and

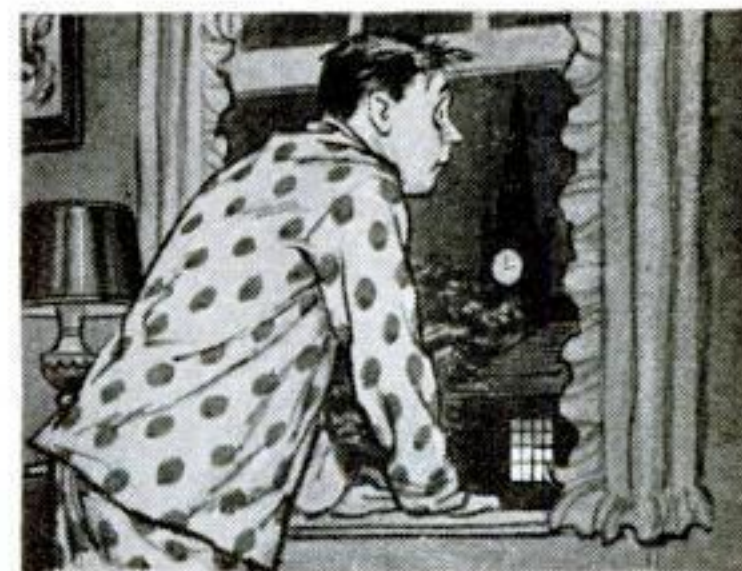
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Does **C O F F E E** solve this "cross-word" puzzle?



1. What's the answer, when friendly folks have unfriendly words for "no reason at all"? Often, you'll find it in the coffee they drink—in the sleep-stealing, temper-fraying effects of caffeine!



2. Coffee spells trouble two ways for millions of men and women who are upset by caffeine. At night, it robs them of precious sleep, draining their energy. By day, it makes them jumpy, irritable!



3. The right word! There's a delicious solution to caffeine troubles—flavorful Sanka Coffee! Rich, full-bodied Sanka is real coffee. Yet, it *can't* get on your nerves, because it's 97% caffeine-free!



4. Sleep is no problem! No more restless nights, no more jittery days when you've switched to Sanka Coffee. With caffeine-free Sanka, you enjoy wonderful coffee and wonderful sleep. Try it today!

Sanka Coffee

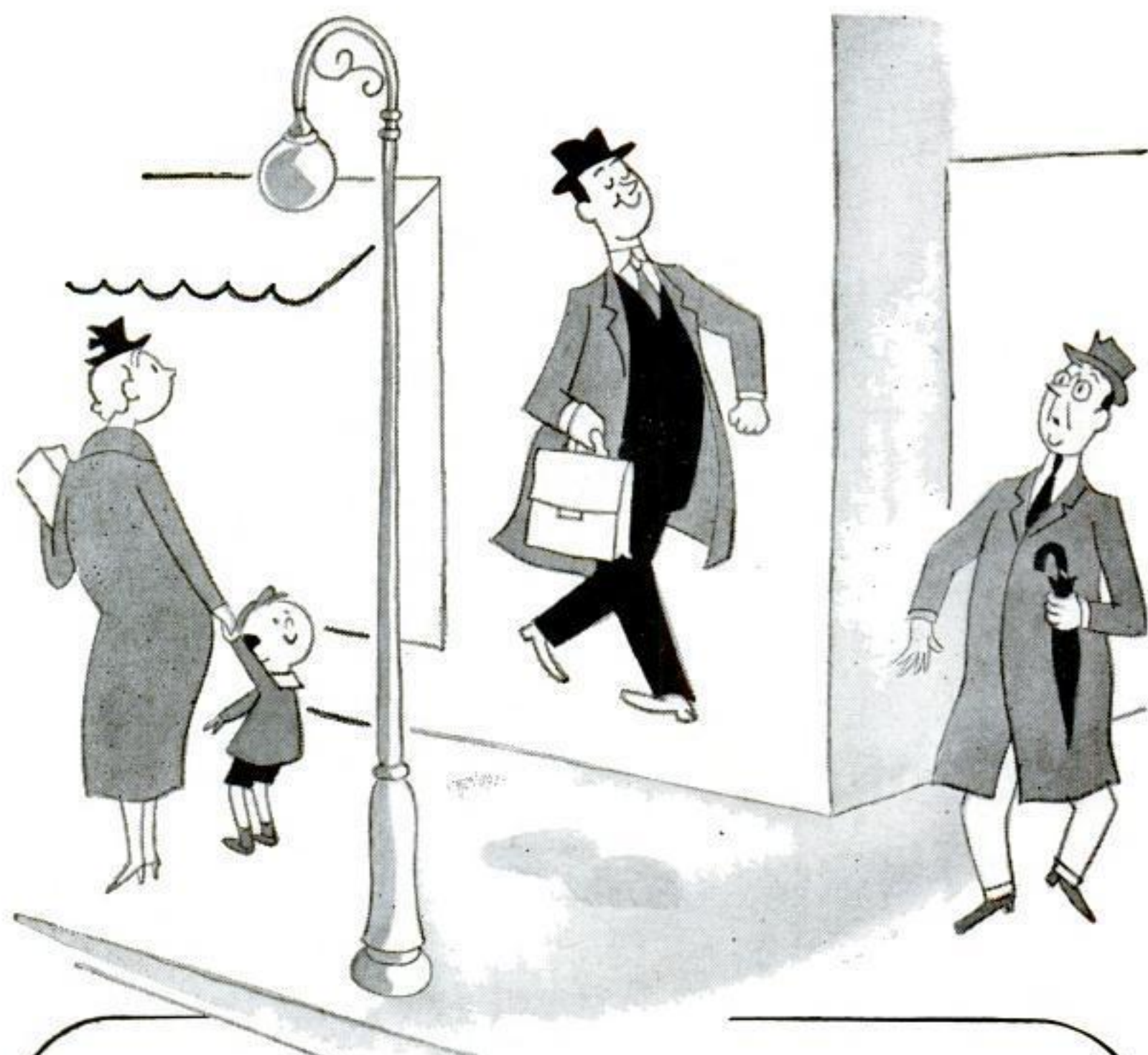
Delicious coffee—and it lets you sleep!

Sold in drip and regular grind—and in the economical instant form. A jar of Instant Sanka makes almost as many cups as a pound of ground coffee—yet costs about one-third less. And remember—



Instant Sanka is the only instant coffee that's caffeine-free!

A Product of General Foods



Douglas gives shoe comfort that's above them all!

Solid all-day-long comfort and top-of-the-season styling, too. By combining 'em, W. L. Douglas has been making friends for 75 years. Douglas developed such comfort features as the Douglas Arch, the foot-free Normal Tred, cushion heel, and glove-comfort lasts.

And notice the authentic styling of this straight tip model in smooth, tan, genuine calfskin leather. You'll find it, along with many other handsome styles, at the Douglas dealer near you. Try on a pair today!

**Douglas makes fine shoes for men
always has . . . always will**

**W.L.
Douglas**
SHOES FOR MEN



W. L. Douglas Shoe Company,
subsidiary of
General Shoe Corporation
Nashville, Tennessee

Style Number 3859
\$9⁹⁵ to \$14⁹⁵
for most styles



CONQUEST OF THE LAND began before U.S. was born, lasted until 20th Century. Here homesteaders in 1893 dash for claims in Oklahoma territory.

THE AMERICAN IDEA CONTINUED

immensities of the universe, and thus stabs us from behind with the thought of annihilation"—white, the dreadful blankness of nature without mind, the "colorless, all-color of atheism from which we shrink."

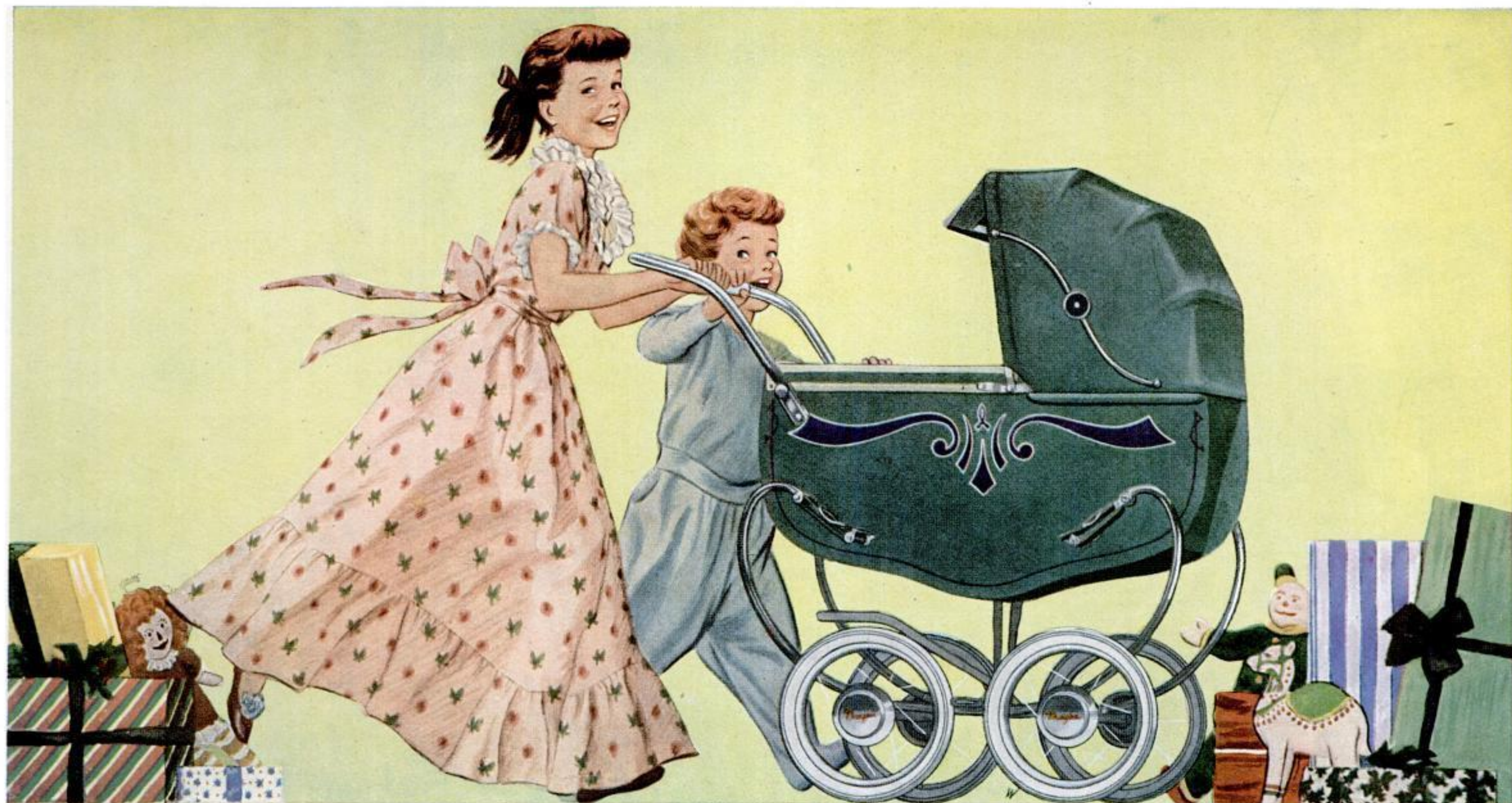
SO the "new man" could not find Eden in the anarchic forest; but the land promised him a new society nevertheless. It promised him freedom through sweat and ownership. This was the most powerful promise of all.

"Here everyone may have land," said Jefferson, who, when he was President, kept a set of garden tools near his executive desk. Not only need no one starve in America, but no freeman need depend much on another for his living. Some did for the sake of urban living, but "hirelings" were linked with "slaves" in *The Star-Spangled Banner*, and there was always the alternative, open even to indentured servants, of walking west and planting a crop. The result was the overnight dissolution of the traditional European ties between master and servant, class and class. Although respectable Americans did not call themselves a "democracy" until the time of Jackson, they often boasted with Charles Pinckney that there was "more equality of rank and fortune in America than in any other country under the sun"—a condition which, Pinckney added, "is likely to continue as long as the unappropriated western lands remain unsettled."

Such self-feeding and self-driving citizens, neither rich nor poor, were clearly ideal material for self-government. To Jefferson, the ideal society was composed of the small, independent farmer owning his own acres. Hamilton and the Federalists tended to favor trade and manufacture, and after the Napoleonic Wars, Jefferson conceded that these "handmaidens of agriculture" were essential to survival. But he did more than any other American both to propound the ideal of a yeoman's democracy and to make its realization possible, for he more than doubled the size of the new country by buying the Louisiana territory.

FOR a hundred years after Jefferson the real history of the U.S. was the settlement of the land between the Appalachians and the Pacific Ocean. It was one of the greatest migrations in human history. It went in waves: the Kentucky fever, the Oregon and Texas fevers, the Gold Rush, the Kansas fever. Zebulon Pike announced in 1810 that a large part of America was hopeless desert; but by 1850 this, too, had yielded to Mormon resolution and irrigation and the longhorn steer. It all happened so fast that neither the Mexicans, who lost the empty half of their country to the infiltrators of "manifest destiny," nor the bison, which were reduced from an ocean to a curio in three human generations, quite knew what hit them. And when the settlers went, the "civilizers"—women, preachers, scribes, gamblers, speculators, tradesmen, schoolmarm and men of business—went too. The tempo was such that Kit Carson, in October 1849, while trying to rescue a Mrs. White from some Apaches in the southwest, found near Mrs. White's still-warm corpse in an abandoned Indian camp a novel

CONTINUED ON PAGE 103



Make this their most Wonderful Christmas!

Just about once in the life of a lucky little girl can Christmas be as starry as this—when there's a genuine Thayer doll coach under the tree for her! Everybody knows Thayer is the biggest name in carriages for real babies... and this doll carriage is as beautifully built and as full of luxury as the one Mother was so proud to buy for little brother! It even has Thayer's "Steer-Easy" tires... Thayer's "Squeek-Proof" bearings... a sun visor, a storm shield... an extension front... a draft-proof upholstered rail... an inside pocket... chrome-plated fixtures! 28-inch body. Handle adjusts to three heights for mothers 5 to 12 years old. Turquoise, royal blue, gray.



Older dolls need strollers, just as older children do! Adjustable foot well; safety strap; painted wood sides; handle folds for storage—and for fun! In gay red plaid, turquoise, or blue.



Top position of this handle is for tall doll mothers. And, naturally, the carriage takes tall dolls: excluding foot extension, it's 29 in. long.



The pusher is low — for small-sized mothers! There's a Thayer stroller for every size of girl, and there's a Thayer price to fit every father's budget!



Rocker Plays a Tune! Nothing more fun than music as you rock! For every child from 2 to 10.



Complete Doll Suite... dresser has a mirror, bed has a mattress. Bed 18 in. long; dresser 11½ in. high; chest 18 in. high. Waxed birch or mapletone. Available in separate pieces.



Doll High Chair with plastic upholstery—red, blue, or yellow. It's 29 in. high—and a beauty!



Table with 2 Chairs—great fun for drawing, games, doll parties—and for learning table manners!

THAYER...and only THAYER... makes the marvelous DREAMLINER for real babies. It's a beautiful carriage for young babies...drop the foot well and it's a tip-proof stroller for older children.



You buy one... you get two... and only THAYER makes it!



*A sweet trip
home from school*

Oh boy! Found nickel
in lining of jacket...

ran to Grogan's store
for Life Savers...

won 4 marbles from
Skinny. Ate 3 Life Savers...

ripped pants on
Murphy's fence... better
save some Life Savers
for Mom...

traded 2 Life Savers for
Danny's whistle... golly- only 5 left...

met Muriel. We finished
Life Savers... mmm!...

Gosh-
forgot to save Mom
some Life Savers!

*P.S. to Pop:
Pick 'em up on the way
home... "the candy with the
hole"... still only 5¢*

THE TRADE-MARK "LIFE SAVERS" IDENTIFIES "THE CANDY WITH THE HOLE" MADE EXCLUSIVELY
BY LIFE SAVERS CORPORATION IN THE UNITED STATES AND BY LIFE SAVERS LIMITED IN CANADA.

published that year in Boston called *Kit Carson, Prince of the Gold Hunters*. He was duly touched and embarrassed by the find.

Speed was accompanied by enormous waste—an American habit which dates at least from the Boston Tea Party. The land was disgracefully mined; as farmer George Washington explained to an English expert, Americans did not try to "make the most they can from the land, which is or has been cheap, but the most of the labour, which is dear. . . ." A Jeffersonian named George Henry Evans sold the idea of a nation of yeoman-farmers to Horace Greeley, who sold it to the nascent Republican party, which passed the homestead acts ("vote yourself a farm"), which brought new waves of immigration, which raised land values in the Middle West, which enriched land speculators. Andrew Carnegie reckoned that after the Civil War more money was made by speculation in America than by production. Despite the speculators and the waste, the land stayed settled and produced so much wheat and corn that after 1875 it was the breadbasket for half of Europe. About 1910 the land-settling process was reversed, the farms sent people to the cities and U.S. farming began to become less wasteful of the land, though it still "makes the most of the labour" and is in fact the most mechanized agriculture in the world.

Jefferson once supposed it would take "many centuries" to settle the American land. He was wrong for a simple reason: he could not foresee railroads, which started hauling cars in South Carolina five years after his death. Within 60 years the entire country was crisscrossed by 150,000 miles of track. It was an achievement comparable to the settlement of the land, indispensable to it, and partly motivated by the same Calvinistic drive, as though distance and dispersal were evils to be conquered too. There were other motives. When a gang led by Charles Crocker laid down 10 miles of the Central Pacific in a single day (April 28, 1869), not only did they set a record never equaled before or since, but Crocker collected a \$10,000 bet from General Casement of the Union Pacific, and Crocker's Chinese coolies could lord it over Casement's Irish who had been teasing them with dynamite. In the 1880s alone the U.S. built 65,000 miles of new railroad, a world's record still unsurpassed. On a Sunday in May during that decade (1886), after weeks of preparation, armies of men working from dawn to dark shifted every mile of railroad in the South from its five-foot gauge to the four-foot, eight-inch gauge of the northern roads (which had taken it from their British locomotives, which in turn had taken it from the roads built in England by Romans to the width of their chariot wheels). After that Sunday, Boston & Maine freight cars could be seen in New Orleans, and Louisville & Nashville cars in Seattle.

THE railroads could not have been built so fast without government help, mostly in the form of land grants. For such a policy there was ample precedent in American economic doctrine. Federal aid to industry was first proposed in Alexander Hamilton's classic *Report on the Manufactures*, which led to the protective tariff. It found a later spokesman on the Ohio frontier in Henry Clay. Clay's "American system" of internal improvements welcomed British capital but not British ideas of free trade.

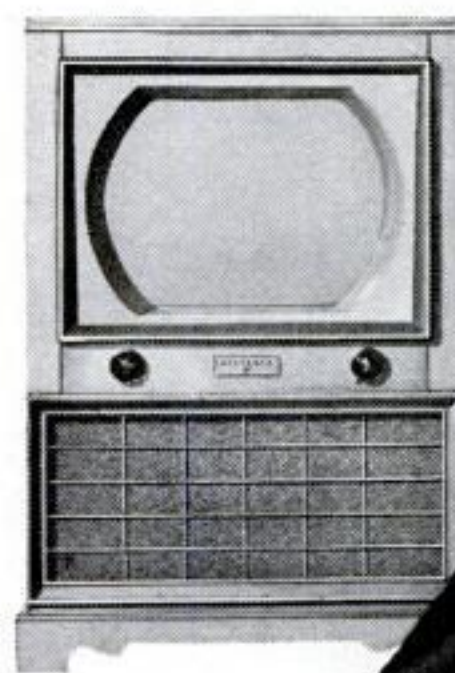
The railroads, however, created a domestic market so vast and various that it was really a substitute for Adam Smith's free trade world, within which Smith's magically effective formula found a new home. Where the tracks went, the smokestacks followed—moving toward new raw materials, creating new cities, moving again to be near new markets. It was Britain's Industrial Revolution all over again, but on a greater scale. By World War I the U.S. was indisputably the greatest industrial power, and since World War II, with 6% of the world's population, the U.S. has been turning out half the world's manufactures.

And what, in all this time, was happening to Pinckney's "equality of fortune" and Jefferson's ideal of a yeoman's democracy? They both took a beating, especially during the "gilded age" after the Civil War. It was the era of "social Darwinism," a pseudo philosophy which permeated both the business world and the courts. Competition was held so sacred that the "robber barons" saw no sin in purchasing legislatures in its name. But during the gilded age, most Americans tolerated the new inequality. The fortunes amassed (Carnegie Steel alone is said to have made forty millionaires by 1900) evoked more admiration than envy. In labor circles the Socialist movement, which reached its peak between 1903 (when Gompers defeated it in the A. F. of L.) and 1920 (when Eugene Debs polled nearly a million votes for President from the Atlanta penitentiary), never succeeded in convincing the workingman that he was a proletarian. Inequality was tolerated because most Americans felt their opportunities were still fairly equal, or

CONTINUED ON NEXT PAGE

Patrice Munsel says:

"I'm fussy about the tone and picture quality of my television set . . . my radios, too, must sound just right. That's why when it comes to service I call an expert . . . the dealer who displays the Sylvania sign."



Miss Munsel is a brilliant young star of the Metropolitan Opera.

You, too, will get expert service from the man who shows this Sylvania sign. Call him! He'll provide maximum enjoyment from your radio and television sets and install those famous, long-lasting, high-quality Sylvania tubes.



SYLVANIA

RADIO AND TELEVISION PICTURE TUBES

Sylvania Electric Products Inc. also manufactures Television and Radio Sets; Photolamps; Light Bulbs; Electronic Products; Electronic Test Equipment; Fluorescent Tubes, Fixtures, Sign Tubing, Wiring Devices

Amazing!



First second—
cold milk

—next second
stir in Quik



and you get
**RICH CHOCOLATY
MILK...M-M-M**

—instantly with
**NESTLÉ'S
Quik!**

...the fastest you ever
mixed—the best you ever
tasted! Because this amazing
new Quik *mixes with cold milk*—
INSTANTLY! No beating...no
bother...and no refrigerating!
Just stir and serve!
P.S.—It stays chocolaty
all the way through!



WITH THAT FAMOUS **NESTLÉ'S** CHOCOLATE FLAVOR



TRANSCONTINENTAL RAILROAD speeded settlement. This Central Pacific crew laid down record 10 miles of track in Utah in single day in 1869.

THE AMERICAN IDEA CONTINUED

could be made so by some new law. Moreover, they made plenty of new laws. Waves of angry senators from the frontier states were always on hand to make them, their greatest achievements being the Sherman Antitrust Act, their most characteristic posture being for easier money.

But the conviction of equal opportunity was also kept fresh by the spread of free education and by two peculiar traits which Americans formed early in their contact with the American land and have never permitted to atrophy. These traits are mobility and teamwork.

Mobility—vertical and horizontal, physical and social—was the flame beneath the American melting pot. In 1846 a visiting pianist from Vienna, Henri Herz, noted with amazement how "doctors sometimes become building contractors, colonels are innkeepers, and the pianists, grocers." During every decade more Americans have changed their addresses than during any previous decade. Mobility meant continued search, mixture, change; it was inherent in the railroads but it later took place in automobiles, which became the new verb in our "universal language of movement." The racial and cultural incompatibilities that had looked so hopeless at Castle Garden or Ellis Island soon got lost in the larger economic flux, which finally put the hillbilly in Detroit, the Iowan in Los Angeles, the housewife in overalls.

"These people associate as easily as they breathe," said Fredrika Bremer, a German visitor in 1853. Mutual aid, she discovered, was the "organizing principle" of our otherwise atomistic society. The smallest common problem has always produced a spontaneous committee. The westbound wagon trains gathering at Independence automatically organized their own schedules, elected their own leaders. Even before the unions, mechanics' societies had their own nationwide job information services. The "club law" of the squatters was self-enforced against formal law, which was also anticipated whenever necessary by vigilantes on the frontier.

In spite of the vastly expanded activities of government, spontaneous associations of citizens still keep the teamwork habit alive in all parts of American life. Every year some 10 million Americans travel to one or more of some 17,000 national or state conventions, and practically all Americans belong to one or more of the country's 200,000 (at least) clubs, societies and organizations. Such activities are the guts of American self-government. They

CONTINUED ON PAGE 106



a. \$49.75 (automatic); b. \$29.75; c. \$29.75; d. \$29.75; e. \$33.75; f. \$25.95; g. \$24.95; h. \$19.95

You've already proved we were right to change old ideas about watch values!

WADSWORTH WATCH PRICES START AT \$19.95



Arthur W. Wadsworth

When Wadsworth Watches were first introduced a few weeks ago, I *knew* many people would recognize that here was an outstanding watch value.

Frankly, I also knew that many people would find it hard to believe we could offer such quality and styling at such low prices.

The results have been gratifying. So I want to do three things. First, I want to thank the new owners of Wadsworth Watches for their confidence in our new product. Second, I want

to tell people who have seen the new Wadsworth Watches, and who intend to get one soon, that our production for this year will be limited; so don't wait too long! Third, I want to repeat our message briefly for those people who missed our first announcement.

**Now anyone who can afford a watch
can afford a good one**

Wadsworth Watches *are* quality watches.

The movements in Wadsworth Watches are jeweled lever movements with interchangeable parts, so that they are easily serviced. They are accurate and dependable, and fit snugly into their attractive cases.

The cases of Wadsworth Watches are styled and made by the same experienced people who make cases for some of America's most expensive watches. They are not only smartly styled—

they are built to rigorous standards to assure you the durability and protection a good watch movement deserves.

Every Wadsworth Watch carries my personal guarantee, and the name of a company known and respected by reputable jewelers since 1888.

**See the new Wadsworth Watches
at your jeweler's**

The models shown here are representative of the range of the styles you will find at reputable jewelers'... a style for every member of the family. Why not pick out yours, this week? If your jeweler doesn't yet carry these new Wadsworth Watches, just drop me a note so I can help him serve you soon.

Arthur W. Wadsworth
PRESIDENT

The Wadsworth Watch Case Company • Dayton, Kentucky • subsidiary of Elgin National Watch Company

Wadsworth
A GOOD WATCH AT A BETTER PRICE

All prices shown include Federal Tax, and are subject to change without notice.



re-tape your own blinds

with *Flexalum* plastic tape

Make your blinds look fresher than new with beautiful new Flexalum plastic tape! Easy to put up...just follow instructions in the handy package. Easy to live with, too: Flexalum tape cleans with just a stroke of a damp cloth, won't fray, stretch or shrink, comes in 7 lovely non-fading colors. Make the change to Flexalum today. You'll be thrilled at the change it makes in your venetians!

tape



HUNTER DOUGLAS CORP., Riverside, Cal., or 150 B'way, N.Y. • HUNTER DOUGLAS LIMITED, Montreal, Que.

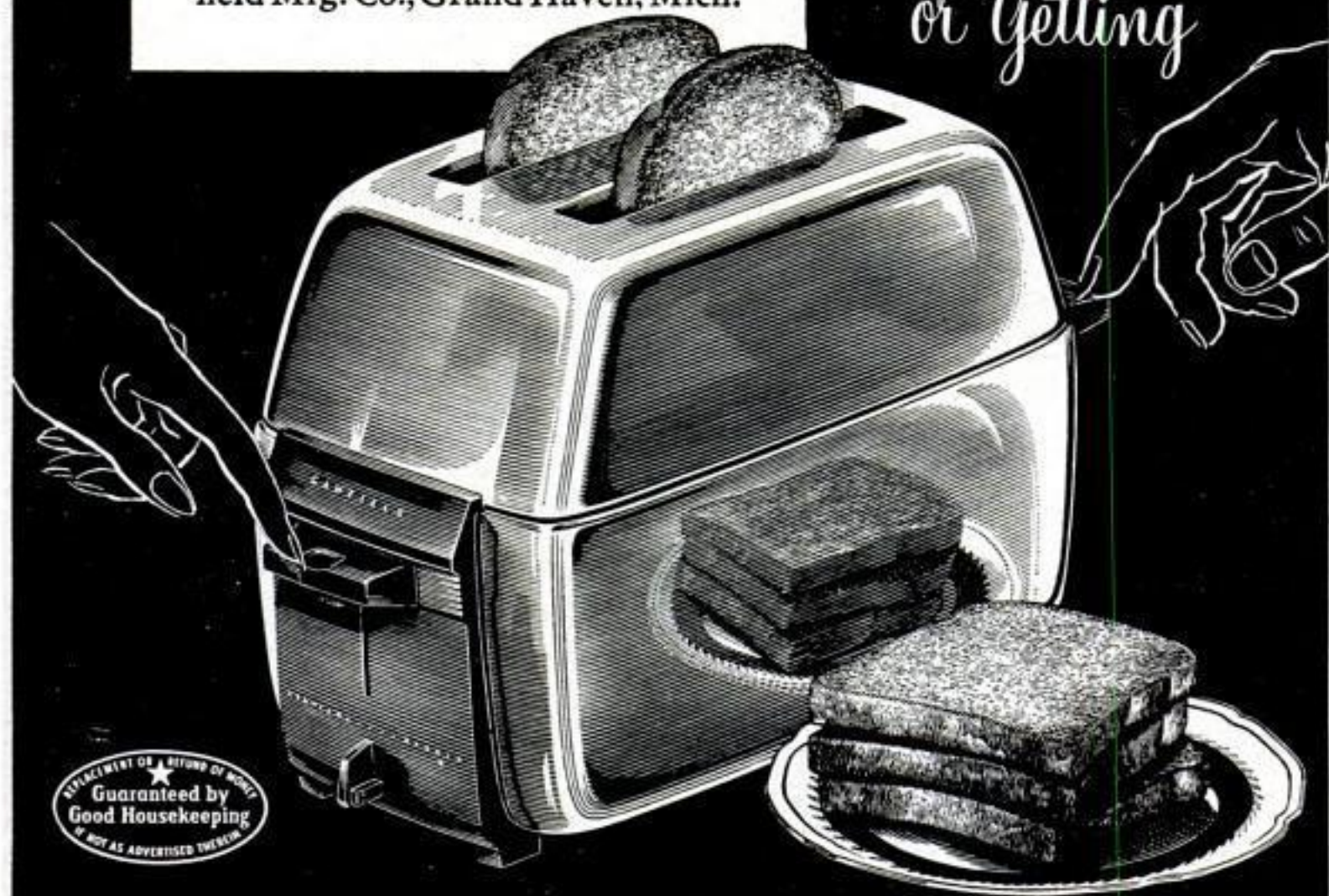
Give The World's Only Toaster With Convenient Twin Controls

CAMFIELD

Ideal Family Gift—Operates From Both Sides Of Table!

● Everyone gets toast to his taste every time! Exclusive twin controls, deluxe chrome finish! Camfield Mfg. Co., Grand Haven, Mich.

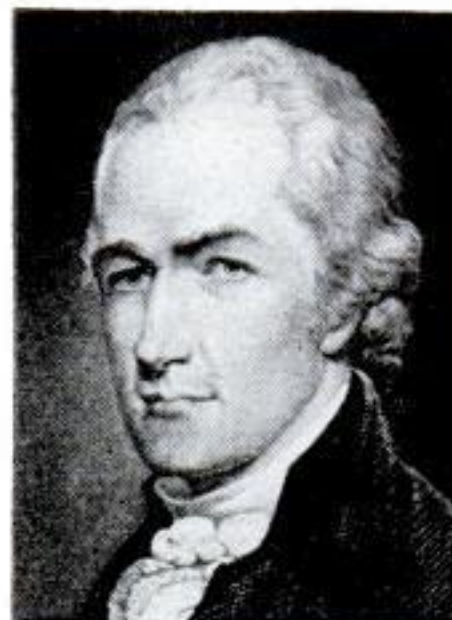
Perfect for Giving or Getting



owe nothing to "equality of condition" or to Jefferson's yeoman-democracy, concepts which have been translated into our income tax and also survive in our passion for home-ownership (now over 50%). But they stem directly from habits of mutual aid formed on the frontier. There Frederick Jackson Turner, the historian, found the true source of democracy. "The most important effect of the frontier," said Turner, "has been in the promotion of democracy here and in Europe."

Thus the land, whether as wilderness, process or property, has been a great determinant of the American experience. It was, as Turner said, our safety valve, bank account and Fountain of Youth; it molded our habits as a people. It was also a cause of great acts: the Constitutional Convention, for one, which was called partly to settle the inevitably conflicting land claims of the states; and the Civil War, for another, since the irreconcilabilities of North and South first came face to face in the settlement of the western

territories. But more than that, the land's very size, variety and constant surprises made it easier for America to remain what Henry Bamford Parkes calls "a state of mind and not merely a place." It kept giving scale to the American dream, which is a dream of the liberation of all mankind. The American land is a finite platform at the edge of infinity.



HAMILTON saw the future of America in terms of developing industrialism.

Four ideas

Turner's "frontier theory" is one of two chief attempts to explain rather than to narrate the American experience. The other, which has more transatlantic support, is the "germ theory": that American culture is altogether a transplant from Europe, and that its seeds can all be found

in Magna Carta, Thomas Aquinas, John Locke or some other European landmark. Even Jefferson, when asked for ideas for a Great Seal of the United States, proposed an image of Hengist and Horsa, the Saxon brothers who conquered Britain, to symbolize our adoption of "Anglo-Saxon political institutions." His proposal was rejected in favor of that Masonic-looking design to be found on every dollar bill, a pyramid under the Eye of God ("He smiled on our undertakings") and over the motto "*Novus Ordo Seclorum*," roughly translatable into Shelley's "The world's great age begins anew."

This belief in a new and unique destiny has been one of four dominant ideas of the American experience which Ralph Gabriel has found running through all American democratic thought. The other three are that we live in a moral universe, that mankind is making steady progress, and that the freedom of the individual is the first political commandment. These four ideas, though they are not equally important, have together been at least as important as the land in the molding of America.

The idea of America's unique mission in the world has taken several forms, one of the noblest of them stemming from America's land-borne westward orientation. Columbus was on the right track, sang Whitman; America is still a "Passage to India," the last and greatest step toward the uniting in brotherhood of all races:

... thou born America . . .
For purpose vast, man's long probation fill'd,
Thou, Rondure of the world, at last accomplish'd.

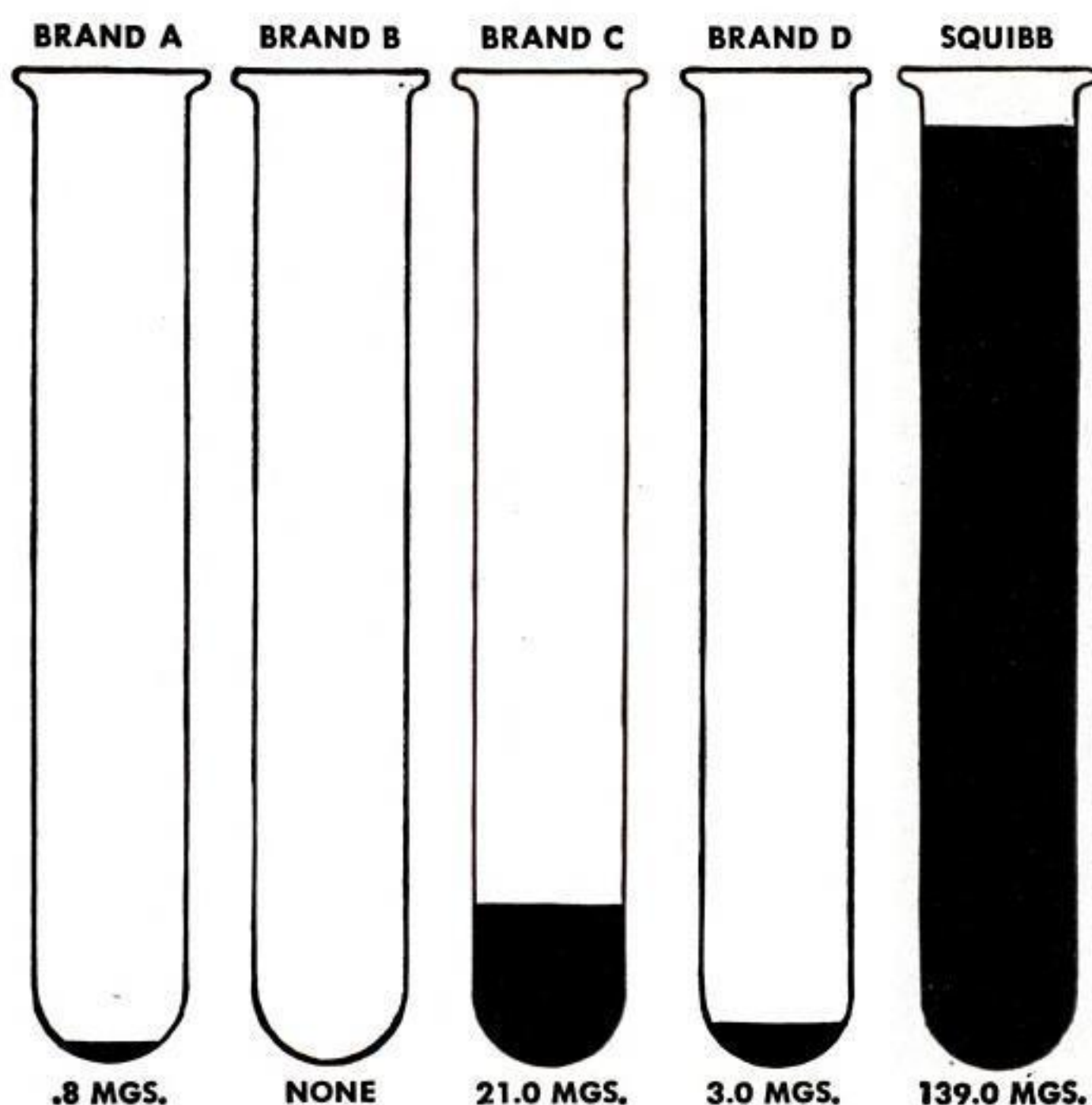
But this American sense of mission was not exclusively directed westward toward Asia. From the beginning we were conscious of our revolutionary impact on Europe. In 1850 William H. Seward (who later bought Alaska) thus argued for California's statehood: "The Atlantic States . . . are steadily renovating the Governments and the social constitutions of Europe and Africa. The Pacific States must necessarily perform the same sublime and beneficent functions in Asia."

In 1823, during the same decade in which Henry Clay formulated his "American system," the unique and separate destiny of America was also boldly asserted in our foreign policy. President Monroe's doctrine, though based on a tacit deal between Secretary of State John Quincy Adams and Foreign Minister Canning of Britain, announced that our political system was "essentially different" from Europe's and that this whole hemisphere was no longer subject to colonization. Thanks to the doctrine and Britain's unobtrusive enforcement of it, the U.S. enjoyed over 90 years

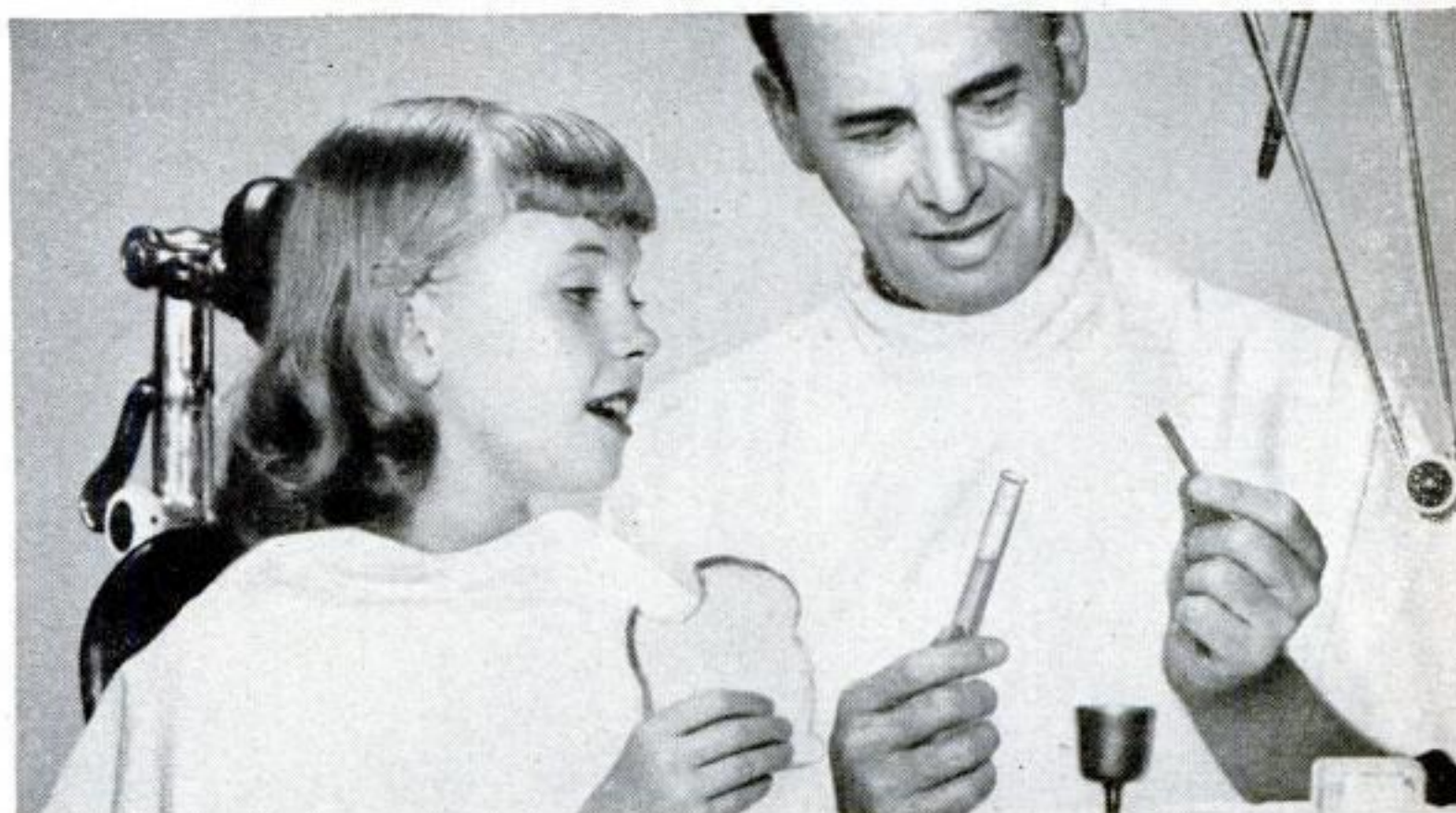
CONTINUED ON PAGE 108

ACID ATTACK: THE ONLY CAUSE OF TOOTH DECAY YOUR DENTIFRICE CAN FIGHT

You should know about a dentifrice with 6 to 139 times more acid fighting power than four best-known brands—SQUIBB



You can see here how much more protection your teeth get with Squibb Dental Cream. This chart compares how much mouth acid (lactic acid) one gram of each of the best-known dentifrices neutralizes.



1. Just nibble a piece of bread, and acids start to form.

Dental authorities agree that acid is the only cause of tooth decay a dentifrice can help fight. If left alone, our mouths take 30 to 90 minutes to return to normal. This is the *danger time*! The most direct way to combat acid attack is to brush away food particles promptly with an acid neutralizing dentifrice.



2. It's fun to be convinced.

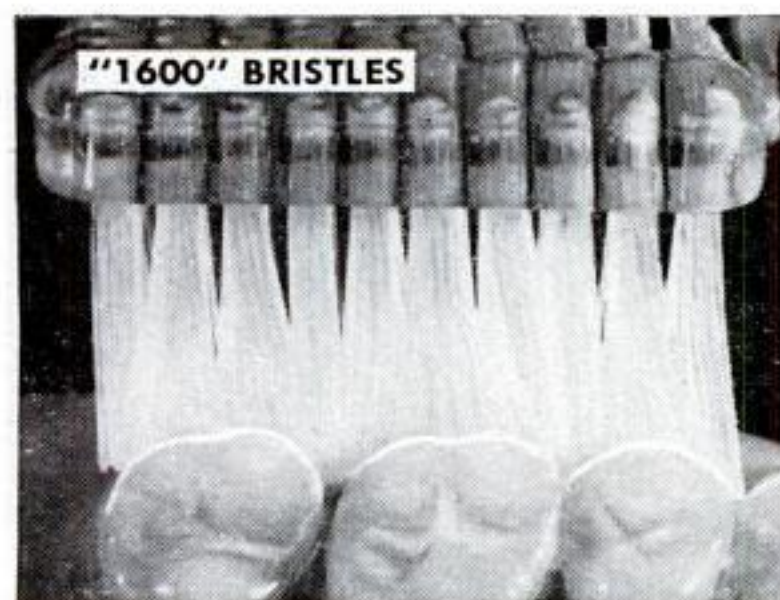
Make this litmus paper test for yourself. See how your mouth forms acid right after eating. And then, see how Squibb Dental Cream promptly restores

alkalinity. Get litmus paper at your drugstore, or write E. R. Squibb & Sons, Room 2209, 745 Fifth Ave., New York 22, N.Y. for free supply and instructions.

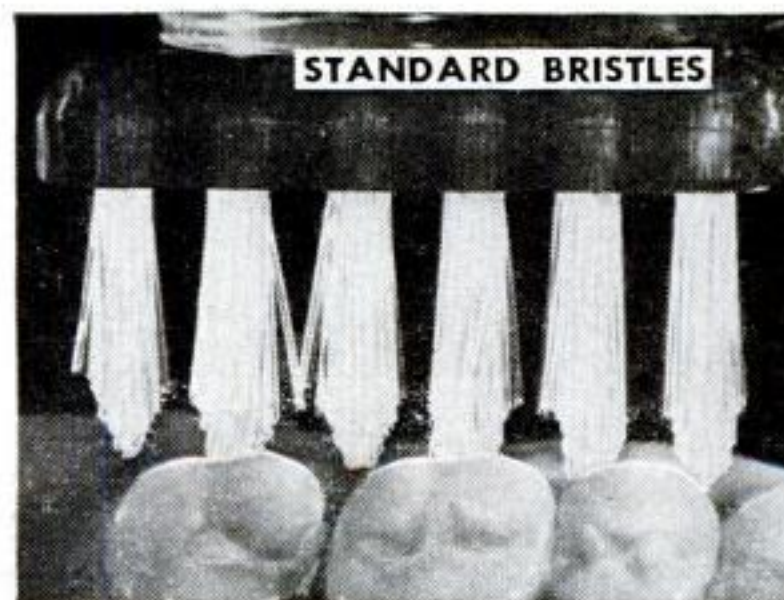
NEW TOOTHBRUSH HELPS GET AT THE CAUSE OF ACID



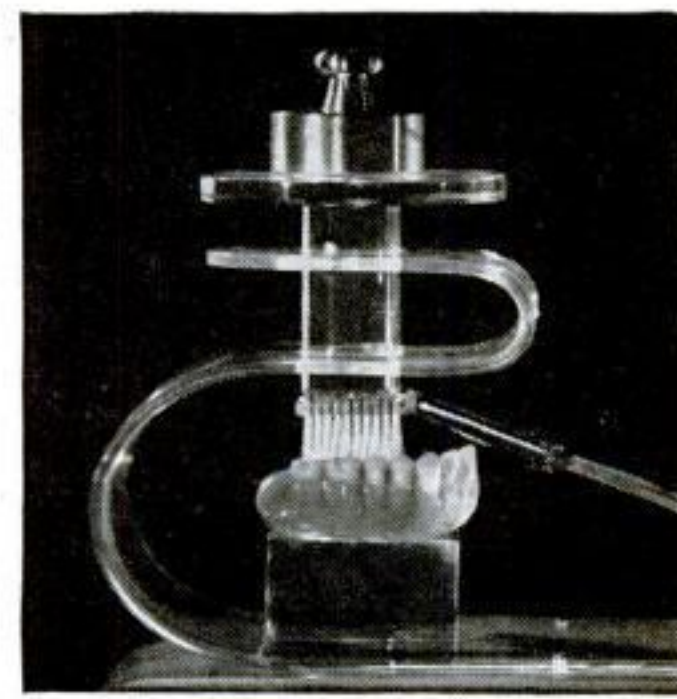
3. To help you reach acid-forming food particles, every Squibb toothbrush is bent like your dentist's mirror. No other brush has this angle.



4. New type bristles search out acid-forming food particles. Under identical pressure, the new Squibb "1600" bristles differ dramatically from standard bristles in brushing action. Tiny bristle ends, hundreds more of them, combine to



sweep clean every exposed surface . . . separate to get into crevices thicker bristles seldom penetrate. Strong, slender, resilient bristles of the "1600" let you brush vigorously — minimize danger of lacerating gums and scoring enamel.

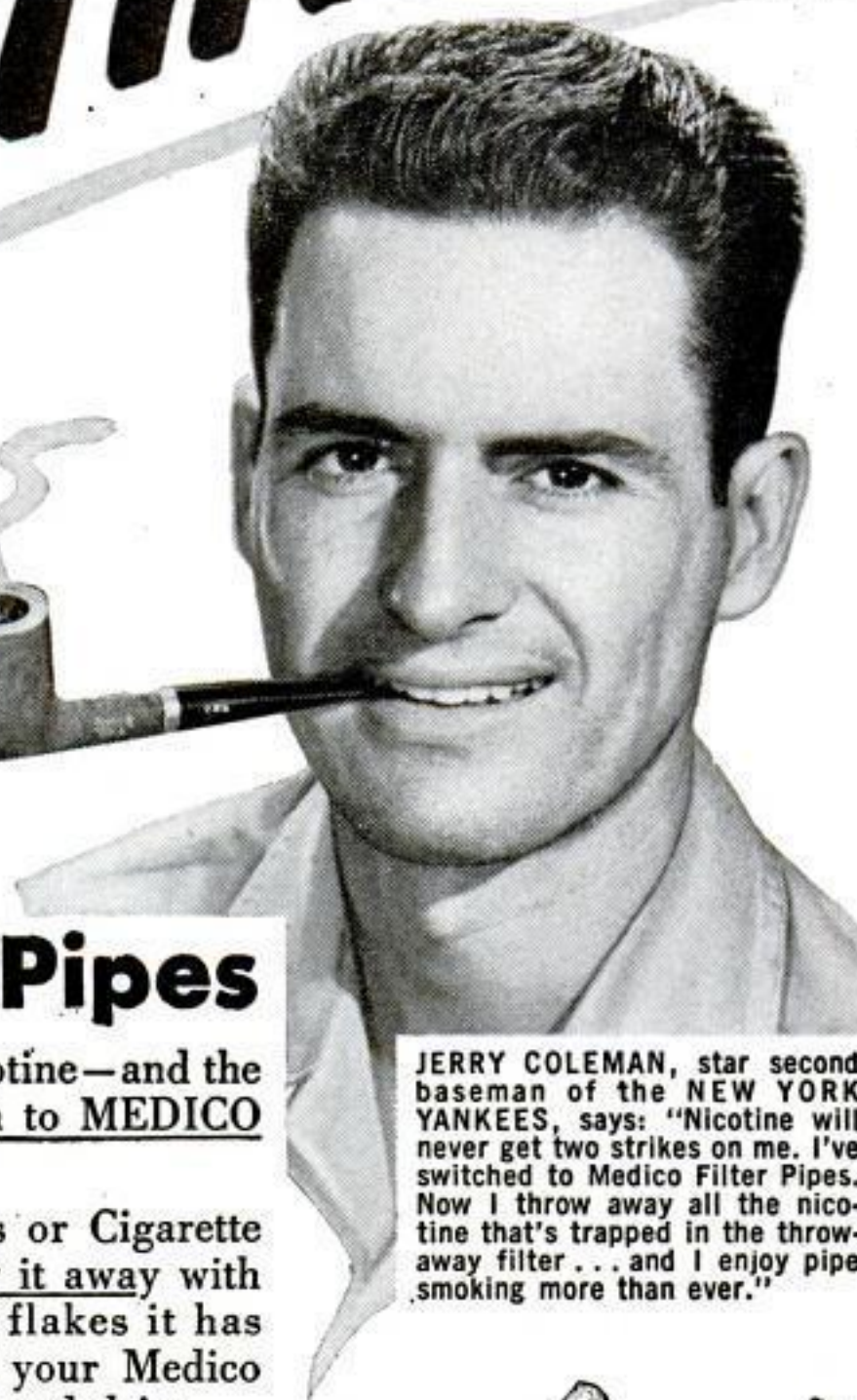


In identical positions and under identical pressure many types of brushes were compared. See for yourself (on left) how Squibb "1600" Angle Toothbrush bristles slip easily into crevices between teeth.

An Informational Advertisement of E. R. Squibb & Sons

"I want to keep in trim, so I
**THROW AWAY
NICOTINE**"

says N.Y. Yankees'
JERRY COLEMAN,
who smokes



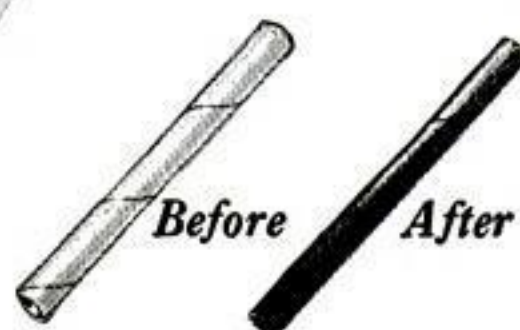
MEDICO Filter Pipes

You've heard a lot of talk about nicotine—and the harm it can do. Play safe—switch to **MEDICO Filtered Smoking.**

When the filter in Medico Pipes or Cigarette Holders turns brown, simply throw it away with all the nicotine, tars, juices and flakes it has trapped. Insert a fresh filter and your Medico smokes cooler and cleaner, sweeter and drier.

This filter makes such a difference in smoking pleasure, that Medico is the fastest selling pipe in America! Select your Medico today—throw away nicotine from now on!

JERRY COLEMAN, star second baseman of the NEW YORK YANKEES, says: "Nicotine will never get two strikes on me. I've switched to Medico Filter Pipes. Now I throw away all the nicotine that's trapped in the throw-away filter... and I enjoy pipe smoking more than ever."



THEY PLAY SAFE with MEDICO FILTERED SMOKING



FRANKIE ALBERT, quarterback of San Francisco 49'ers, says: "Nicotine will never throw me for a loss. I've switched to Medico Filter Pipes, and throw away nicotine."



MIKE TURNESA, famed member of world's greatest golfing family says: "Nicotine had me stymied till I tried a Medico Filter Pipe. Now I throw away all the nicotine it traps."



NEW: MEDICO CREST . . . \$300
Finest Medico ever made. Exquisite Burgundy finish.

Other amazing Medico values:

MEDICO V. F. Q. . . \$200

MEDICO MEDALIST. . \$150

MEDICO Cigarette and Cigar Holders \$100

**FINEST BRIAR
MONEY CAN BUY.**

Write for new 1952 Style Catalog L
S.M. Frank & Co., Inc., 685 Fifth Ave., N.Y.

MEDICO

FILTER PIPES

MEDICO Filterette
DISPOSABLE CIGARETTE HOLDER

with the same wonderful filter 3 for 25¢



ZEST FOR "PROJECTS," always a strong American characteristic, was vigorously demonstrated by World War II Seabees, shown at work on Guam.

THE AMERICAN IDEA CONTINUED

of isolation from European politics. When, in 1917, this period of innocent growth came to an end, it found us still in a missionary mood—indeed, in a mood for what Woodrow Wilson called a "just and holy" crusade. The failure of Wilson's attempt to negotiate a comparably "just and holy" peace, or to persuade America into the league that would enforce it, cost us much of our missionary zeal, at least for the reform of Europe. By the time a second chance came, in 1945, another revolution with a mission of its own had already arisen in Russia to confuse and challenge the American.

Besides undermining America's sense of mission, the revolutions of the twentieth century dealt an even blunter blow to another hopeful idea that Americans had long cherished, the idea of mankind's steady progress. Like Stalin's worse-than-medieval methods, Hitler's "New Era" made a mockery of our inherited optimism. The corpses of Buchenwald were viewed by several thousand GIs and VIPs, including Vice President Barkley, with somewhat the same shattering effect as the blow Melville had received a century before in his Marquesan Eden. In a summer grove, a day or two after his beautiful Typees had returned victorious from a battle, Melville stumbled on a heap of fresh bones and flesh. It was the garbage of a victory feast. His friends were cannibals.

Although Melville could never again believe in nature, progress, or missionaries either, he did not abandon his belief in a fundamental law of the universe where man's role was to fight perpetually the evil in it. Whether most Americans still hold to this cornerstone belief today is perhaps arguable. So relaxed have the muscles of our belief become that the Chief Justice of the Supreme Court could recently declare in an official opinion that "there are no absolutes" and "all concepts are relative." But if that were the case, and if it were widely believed, the whole American experiment would be at an end because, without a foundation in moral absolutes, Americans could not long maintain their other great idea. The other idea has been the badge of their uniqueness, the motor of their spectacular material progress, and the soul of their political system. It is the political idea of the freedom of the individual.

Politics, both in theory and in practice, is the American's specialty, the art he is really good at. His wealth is chiefly the product of this art applied to the natural wealth of the land. His greatest manufacturing achievement was the manufacture of the Constitution; for the Constitution was made, it did not grow; and great artists of politics have kept it in repair ever since.

Behind the Constitution lay the Declaration of Independence, which had set forth the "self-evident" principle of the equal rights of all men, as natural gifts of their Creator. As Jefferson readily confessed, the concepts of the Declaration were not original with him but were commonplaces of the Age of Enlightenment. Nevertheless its principles were *not* "self-evident," then or now. The British ridiculed them by pointing to our slaves; Jeremy Bentham, the philosophical father of Fabian socialism, called the whole natural

CONTINUED ON PAGE 111

Something more than Beer

... a mark of good taste

Good taste? Well, sometimes there's a *wide* difference of opinion! But sometimes, too, there's complete agreement . . . and that's true of Budweiser . . . *the* beer of your lifetime, the standard by which other beers are judged.

ANHEUSER-BUSCH, INC.
ST. LOUIS, MO. NEWARK, N. J.



Budweiser®

LAGER BEER



TELEVISION: Tune in EACH WEEK to our **KEN MURRAY SHOW**. Consult your local paper for time and station.

the New World by Stromberg-Carlson. Television-radio-phonograph. Because it is designed from a woman's point of view, this superb instrument brings distinctive good looks as well as matchless performance into your home. The exquisite, clean-lined cabinetry is fashioned from limed oak veneer, hand-rubbed to a blond finish that harmonizes so well with other furnishings. And for your entire family: Big-Picture 17" television... fine AM radio... 3-speed automatic record-player providing four hours continuous music. There is generous space for your favorite albums. Truly, "There is nothing finer than a Stromberg-Carlson."



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"There is nothing finer than a
STROMBERG-CARLSON®



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rights idea "nonsense upon stilts." It is one of those things that you either believe or you don't. Most Americans (including earlier Chief Justices of the Supreme Court) have acted most of the time as though they believed it.

But it takes more than a declaration of faith to achieve self-government, especially a government whose central purpose is "to preserve these rights." It was at the Constitutional Convention of 1787 that the American political genius met its first great challenge. The delegates were fortunate in two respects. First, there were among them several great men—notably Adams, Hamilton and Madison—who not only believed in the Declaration but had taught themselves to know more about political philosophy than any men of their time. Second, they had in the previous 20 years experienced two unpleasant extremes of government, the tyranny of George III and the anarchy of the Articles of Confederation—"King Stork" and "King Log." This had sharpened their perception of the central problem of all government, the problem of man and society, of the one and the many, of freedom and order.



NOVELIST Herman Melville expressed American compulsion to fight evil.

The Founding Fathers' answer to this age-old problem was an improvement over all previous attempts, and has not since been improved on elsewhere. It was a simple but shrewdly calculated application of federalism—a government with adequate but limited powers, those which were not enumerated being "reserved to the States, or to the people." This limitation was reinforced not only by Jefferson's Bill of Rights, but by checks, balances, varying tenures and a division of powers among the three branches of government. Each of the three branches had its partisans from the beginning. Jefferson distrusted the judiciary generally as "sappers and miners" of the popular will, but he aimed to give the Supreme Court a democratic bent by making it the guardian of his Bill of Rights. Hamilton distrusted Congress and rejoiced in the national symbolism of kingly strength with which Washington, as first President, endowed the executive arm. Adams, the clearest thinker but worst politician of the group, put his faith in "a government of laws, not men." But he also carelessly permitted Jefferson to organize behind his back a national coalition of unrelated dissident minorities, which became the first modern political party.

This party, which was later to be called the Democratic, enabled Jefferson and his successors to turn the presidency into the strongest branch of government. The presidency has ever since remained a unique office and symbol among the world's democracies, combining in one person the great functions of chief of state, prime minister of the government and tribune of the people.

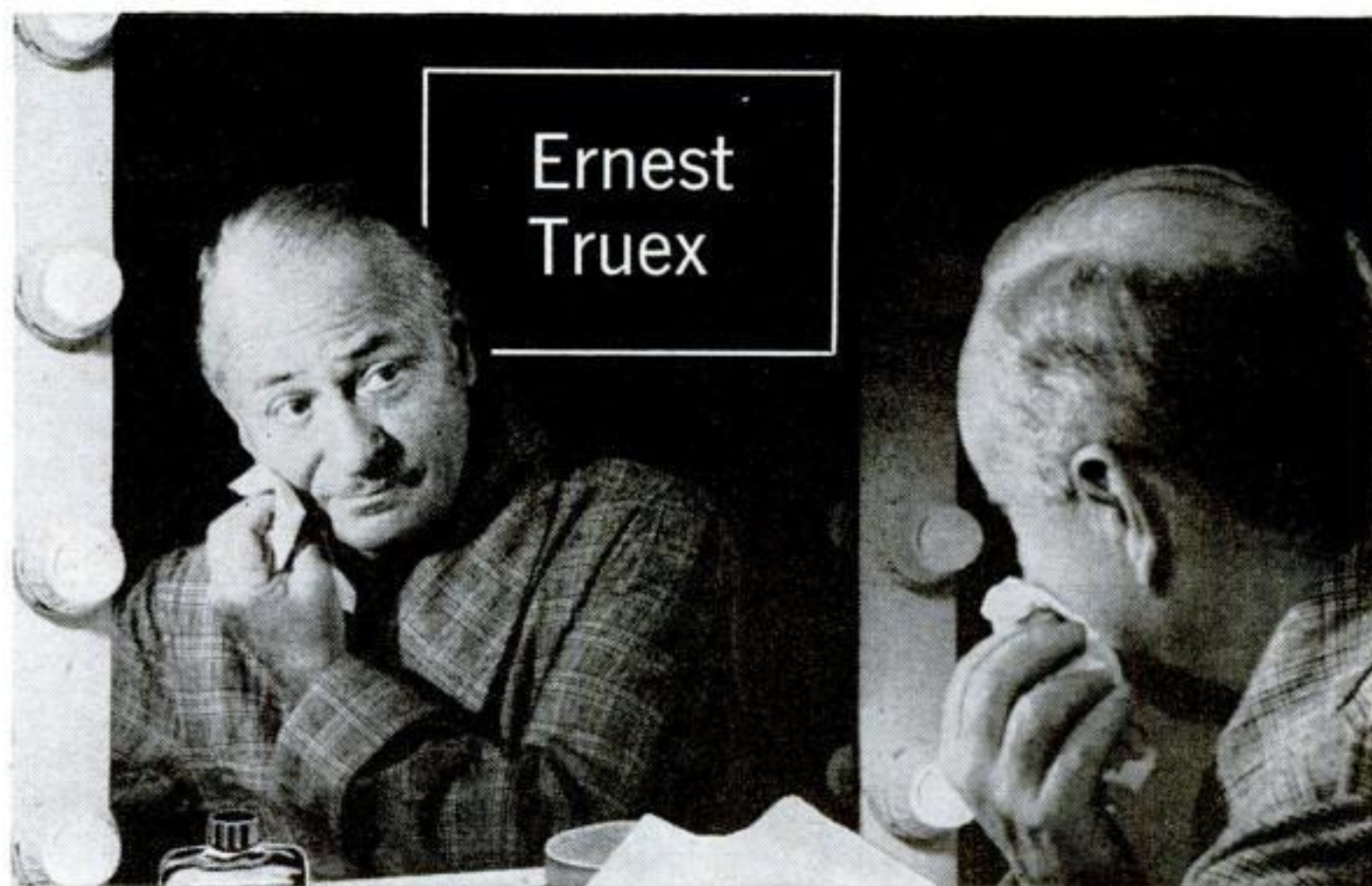
Andrew Jackson played the tribune role so belligerently that he created a new opposition, the Whig party. From the ashes of this short-lived amalgam rose the new Republican party which dared to call itself "the party of moral ideas." Its first President, Abraham Lincoln, matched practical and ideal politics in a way that has never been surpassed. On the profound voting issues of the Civil War, he took the one position that would retain the North, unite the West and divide the South—the preservation of the Union. Although he refused to make war on slavery, Lincoln helped the South maneuver itself into the hopeless position of making war for slavery. He left behind him something that had not been here before. With some truth Calhoun had argued that "the American nation did not exist." After Lincoln, it began to. Lowell called him "the first American." Lincoln spent half his time palavering with petty politicians, but the other half was used to put into great words and acts the basic American political principles.

Those principles are simple and three in number. The first, as aforesaid, is liberty, a God-given right of man. The second, its corollary (for rights are equal) and its rival (for rights conflict) is democracy: "Those who deny freedom to others deserve it not for themselves, and under a just God will not long retain it," said



POET Walt Whitman hailed the U.S. mission to unite races and cultures.

CONTINUED ON NEXT PAGE



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And what young lovely lines and perfect uplift. Cotton broadcloth, rayon satin. Pink, white. A, B, C. 32 to 42.

Nylon \$2.50



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Pink, white.

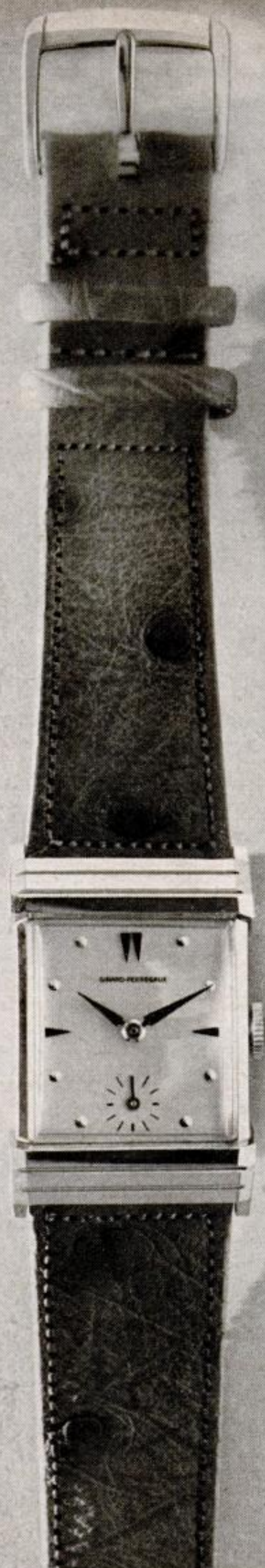
A, B, C. 32 to 42.
D cup, 34 to 46, \$2.
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WILSON IN EUROPE after World War I dramatized America's temporary assumption of world power. Above, the U.S. President is greeted in England.

THE AMERICAN IDEA CONTINUED

Lincoln. The third is constitutionalism: limited government by law, ceaselessly mediating between liberty and democracy, but never declaring the winner.

The habit: constitutionalism

THIS third principle, constitutionalism, is the only one of the three which cannot be readily defined and packaged for universal export. It is more like a national habit, the open secret of America's capacity for self-government.

By "constitutionalism" is meant not the Constitution itself, but the reasons why Americans revere it. One reason is that it contains a principle of self-limiting power and thus expresses the American's bias against all formal government. By European standards this bias is almost anarchistic. The British, for instance, do not feel that they endangered their liberty when they whittled away judicial review and gave Parliament theoretically absolute power. Yet when Franklin Roosevelt undertook to tinker with the Supreme Court, a congressional committee of his own party reported savagely against him. Constitutionalism is what Jefferson was talking about when he said that "free government is founded in jealousy, and not in confidence." It is what Jimmy Durante meant when he said, "Don't put no constrictions on da people. Leave 'em ta hell alone."

Constitutionalism can be as offended by too little government as by too much. When Theodore Roosevelt was inaugurated, John Hay gave him a "savage relic"—a ring containing a lock of hair cut from the head of the murdered Lincoln. Roosevelt wore it at the ceremony: it would remind him, he said, always to "put human rights above property rights when the two conflicted." Constitutionalism is a correct judgment as to when there is such a conflict and when there is not. As long as constitutionalism lasts the American government may or may not do what the voters require for their public welfare, but it will *never* take charge of any citizen's private quest for happiness. Constitutionalism explains why honest men, though they have left America in disdain or disgust, have never fled it in desperation.

When Charles Beard reassessed our system in 1942, he concluded that the Founders had "made it possible for the American people to have more justice, despite all the black marks on it, than any other people ever enjoyed over such an immense territory for so long a time—with splendid opportunities still ahead." If this is so, it is only because the people so governed are willing to pay the price of constitutionalism. The price is that citizens must take continuous initiative, voluntarily doing chores and making decisions which elsewhere are considered government chores and decisions. Despite the tremendous growth of government, Americans still do this. It is the citizens whose moral sense discovers injustice and takes appropriate corrective action. It was the moral sense of citizens—both businessmen and their critics—that transformed the behavior of the modern corporation and persuaded it to recognize the Ten Commandments as well as the laws. It is within the corporation and the other socially autonomous communities that the most meaningful

CONTINUED ON PAGE 115



*A lighter house is a brighter house
And a cheerier place to be
So light your house with Westinghouse
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Beat housing headaches! Two rooms for one ...for less than \$250!



Bless Simmons for this glamorous new space-saver! Here is Hide-A-Bed*—luxurious sofa-bed made only by Simmons—for no more than you'd pay for a fine sofa alone! *Less than \$250!*

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HIDE-A-BED Gives You the Extra Space You Need!

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If you wish, you can buy chairs to match—Simmons chairs. Just think what *one trip downtown* can do for a tired old room!

At top of page, Hide-A-Bed in Modern Lawson style, covered in a grey textured fabric with all-over thick bouclé trimming. Matching chair.

At right, Regency style Hide-A-Bed in green matisse with green base bouclé fringe. Self-welt.



Only Simmons makes **HIDE-A-BED**

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experiments on the frontiers of social justice (e.g., Negro equality) are carried out. Constitutionalism is our substitute for a national community, or "sense of the State," and also for public morals, a term we seldom use. We seldom use it because only individuals have morals, not publics and certainly not states. Constitutionalism can last in America as long as the people have a strong moral sense. It was Thomas Jefferson's bet that they always would.

The critics and the challenge

MEN have found all kinds of reasons for pessimism about America, from the potato bug to Prohibition. In St. Paul they used to sing: "I found me out dis country vus a sell, I scall I go back to Norveg vere I can do so vell." But the two chief reasons for disillusion have been some version of what Henry Adams called "the degradation of the democratic dogma," and the cultural inadequacies that made Matthew Arnold call America "uninteresting" and Sigmund Freud call it a "mistake."

Young Adams read the names of Grant's first cabinet—all agents of the new plutocracy—and "blushed." He blushed not for his country, but for his own naiveté in having expected something better. He was reminded how his great-grandfather's high principles had been followed by Jefferson's politicking, and his grandfather's by Jackson's. He thought he saw a law: that each of the new interests which democracy keeps raising to power is more narrowly selfish than its predecessor. A dim apprehension of this "law" has induced many an American intellectual to turn in his chips. The McKinley tariff and the Spanish-American War were the last straw for Manchester liberals like William Graham Sumner and Edwin L. Godkin. Said Godkin, "I came here fifty years ago with high and fond ideals about America. They are now all shattered." To some conservatives the income tax amendment was the turning point; to others, the popular election of senators. A good case for pessimism can always be made; unquestionably the extension of federal powers and services since the great depression has greatly altered the terms by which Americans govern themselves.

The artists, like the intellectuals, have also found America repeatedly disappointing. Walt Whitman (a great exception to his own statement) once complained that America had "morally and artistically originated nothing." It is true that American art, poetry, drama, music and philosophy have somehow failed to match the American achievement in politics and economics. Our chief candidate for esthetic achievement is in that Rome-like art of huge, beautiful, anonymous engineering: the Brooklyn Bridge, the Golden Gate Bridge, Hoover Dam, and the skyscrapers of Chicago and New York.

But does this matter? A true judgment on American culture must recognize what differentiates it so markedly from European culture—the modifying force of democracy. A large part of our cultural energy has gone into the democratic chore of diffusion. Never has "the best that has been thought and known in the world" been so quantitatively widespread, so available to all. There are more would-be painters enrolled in American art schools than the entire population of Florence in Leonardo's day. Our universities harbor more scholars, teachers, laboratories, projects, museums, collections, ideas and diversity of opinion than any other nation's, ever. The characteristic product of all this mass culture is what W. H. Auden calls "horizontal man," a brotherly type. It would be foolish to deny that Europe's class system has been more productive of "vertical man," the lone genius who makes intellectual history. Our democratic modification of culture may ask this price. But one price American democracy does not ask, and has not been paid, is the dead uniformity of which it is so often falsely accused. Uniformity is precisely what the American system is best armed against. Our culture is being continuously ventilated by popular breezes. Democracy is a process. It does not pause to make a *summa* or even to give much advice.

AND so now in the 175th year of his national independence, the American finds himself in charge of more national wealth and power—industrial, scientific, financial and military power—than any nation ever had before. Yet on this peak he is facing a greater challenge than any people has ever faced. All his triumphs have led him, as mankind's triumphs have always led, to a new test which far transcends the mere arithmetic of power.

The challenge of Soviet communism is unlike any challenge America has ever in its past met and surmounted. It is like Melville's confrontation with the fact of evil in *Paradise*, except that the dimensions of this evil are more colossal than Americans had

CONTINUED ON NEXT PAGE

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PROCTOR ELECTRIC COMPANY, 3rd St. & Hunting Park Ave., Phila. 40, Pa.

THE AMERICAN IDEA CONTINUED

ever imagined. Two huge nations, each bigger than America, and ten lesser ones are enslaved, and all mankind is threatened not only with slavery but with an irrational dogma that denies all the premises of the American experience.

In the face of this challenge, Americans feel more nearly united, and more nearly alone, than ever before in their history. Even our artists and intellectuals are rediscovering America and rallying to the side of freedom. And meantime the capacity of other nations for sharing the onerous leadership of the struggle has been weakened—even Britain's—by war and the dead-end experiment of socialism.

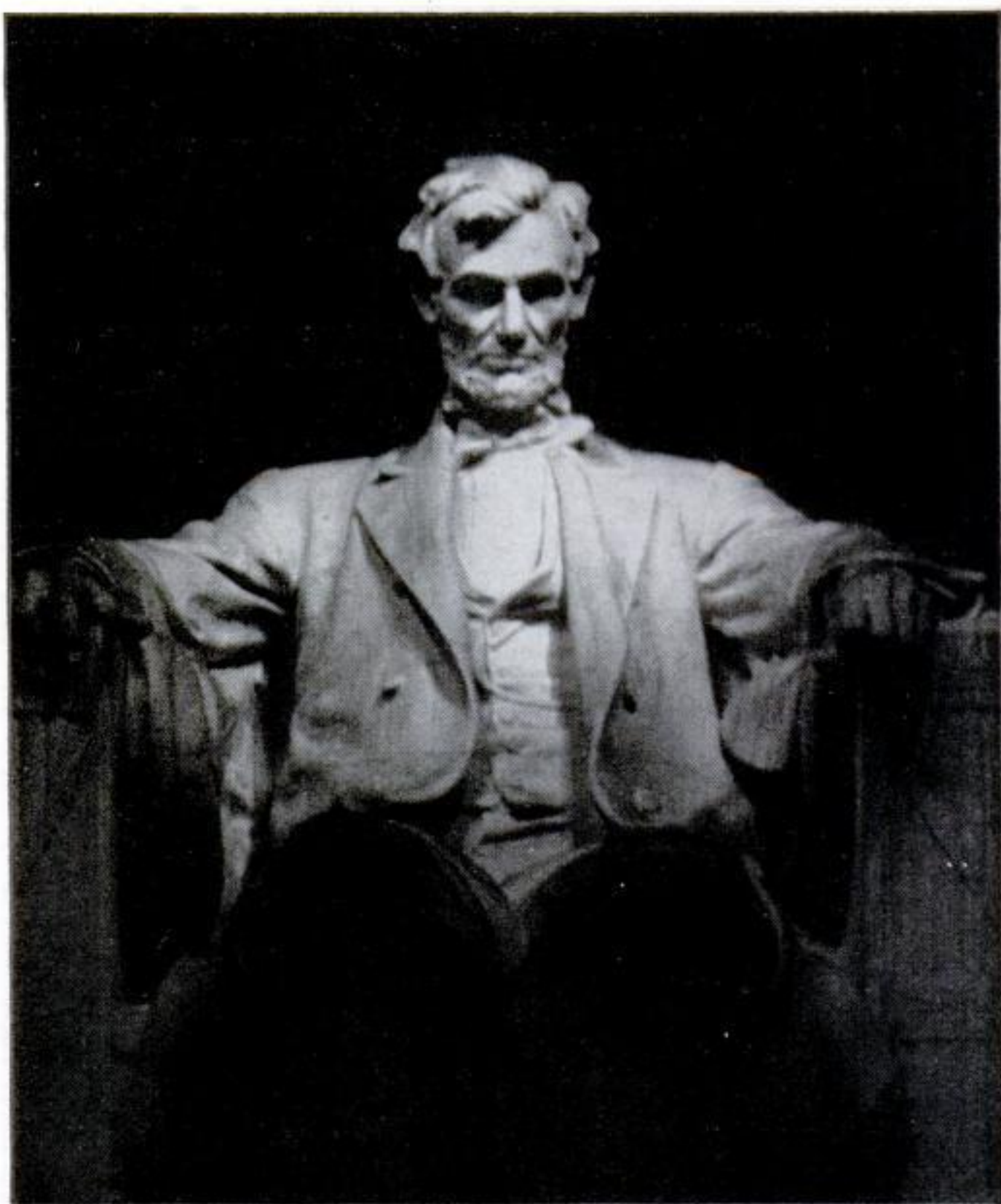
On his lonely pinnacle the American can survey more history than he has seen before. During the past generation he rediscovered his personal links with Western Man and his membership in Western civilization. Somewhere in these turbulent years America's acceptance of responsibility for the fate of its parents' lands, for the mother and father of its own past, quietly placed itself beyond question. When Franklin Roosevelt in 1939 said, "Our American frontier is on the Rhine," he felt obliged to deny that he had said it. That frontier has subsequently been placed on the Elbe without objection. Instead of Gibbon's "ten thousand vessels for the rescue of civilization" a new vehicle called the Atlantic Community now carries Western Man on his long way.

And "cosmic man"—what of him? The American, his plans tragically frustrated in Asia, his motives suspect in India, his words banned in Russia, and his ideas still unfocused in Africa, does not feel much like "cosmic man" just yet. For one thing, he can still see further opportunities closer to home for the continued application of the first principles (his "permanent revolution") that have served him so astonishingly well up to now. He can still say what Whitman said just after the Civil War: "Our New World, I consider far less important for what it has done, or what it is, than for results to come."

Yet the prophecy cannot be confined either to our "New World" or to our new-old Atlantic Community. "Sole among the nationalities," Whitman continued, "these States have assumed the task to put in forms of lasting power and practicality, on areas of amplitude rivaling the operations of the physical kosmos, the moral political speculation of ages... the democratic republican principle."

America must still count itself a "Passage to India," a finite threshold to infinity, a stage in the development of "cosmic man."

On America almost alone has fallen the awful responsibility of holding open the door of history against the forces of evil until freedom is born anew all over the world.



THE FIRST AMERICAN, as James Russell Lowell called Abraham Lincoln, preserved nation by putting basic American principles into great deeds and words, such as the ringing statement: "Those who deny freedom to others deserve it not for themselves, and under a just God will not long retain it."



Moonlight Romance . . . painted for the De Beers Collection by Raoul Dufy

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These 5 simple steps give you the off-stage beauty secret of Hollywood's loveliest stars . . . as revealed for the first time by Max Factor! Here the World's foremost make-up expert shows you how to appear at your alluring best, without a trace of "made-up" look!

Here's lovely make-up, so light and sheer your face can't even feel it! But you *know* it's there . . . ah, yes! . . . by the envious look from feminine eyes, from the admiring glances of men! It's made possible by use of certain fabulous products created (and patented) by Max Factor—and by methods he has perfected through the years while guarding the beauty of Hollywood's most precious complexions. Max Factor (and Max Factor alone!) is now able to offer you this new off-stage make-up, *guaranteed** to give you perfect results *the very first time you use it!* Just follow the 5 steps pictured below and see how Max Factor's exclusive blend of ingredients brings out your natural loveliness as no other make-up—no other method—could possibly do!



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Step 2: *For best results, use a sponge—wet, not just moist.* Saturate it with water, then squeeze just short of the dripping point, and rub *lightly* over your Max Factor Pan-Cake. Use quick, light strokes to put a *thin* film over your entire face and throat. Do keep it *thin!* Then, while still moist, blot your face *immediately* with tissue.



Step 3: *Puff on a light coating of powder, brushing off surplus.* And there's your soft, lovely, natural-looking Max Factor mat finish! If you prefer the "sheen look", pat your face lightly, now, with clean, damp sponge. That does it! Either way, every tiny blemish is completely concealed; Max Factor's exclusive blend of ingredients covers more perfectly than *any other make-up.*



Step 4: *Now—your lips; any shape you prefer.* Let make-up overlap them before applying Max Factor Lipstick. To make lips thinner, draw outline just inside lip edges. To make them fuller, carry color over edges. Famous Max Factor Non-Drying, Indelible Lipstick covers *completely*; patented basic colors never make lips sensitive or parched. Much creamier, too; contains much more lanolin than any other lipstick.



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make-up! Your skin so petal smooth,
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much more *naturally* lovely
than ever before! And you
don't look made-up. You
will keep that dewy-
fresh, natural beauty,
too, for hours and
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MONA FREEMAN

as she looks when away from the cameras.

This lovely lady of the screen, now co-starring in

"DARLING, HOW COULD YOU!"

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is one of many Hollywood beauties who
depend on Max Factor Pan-Cake Make-Up
and Lipstick for that fresh, young, *Natural Look*
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(For her lovely sun-tan and brounette hair, Mona chooses Max Factor
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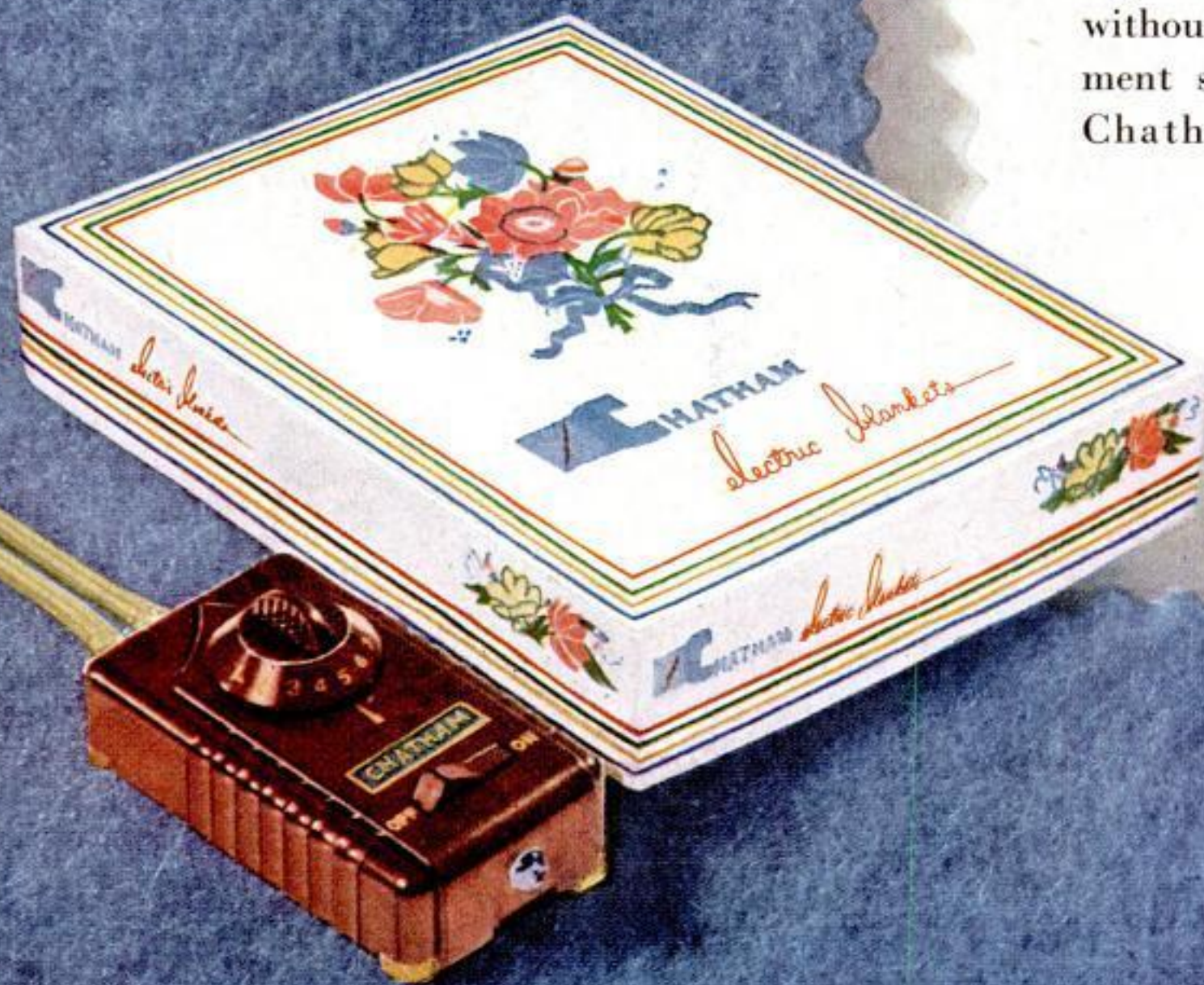
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CAUGHT BY THE CAMERA

When the Drake football team arrived at Oklahoma A & M on "Pop and Mom's Day," they learned something the old folks might not approve of. The word was that Drake's Negro halfback, John Bright, the nation's leading ground gainer, would not be around at the end of the game. There were even supposed to be betting pools on when the Aggies would get Bright. This matter was settled on the first play of the game.

A ROUTINE HAND-OFF STARTS



IN FIRST PLAY of game Drake's 200-pound halfback Johnny Bright hands off the ball to fullback Gene Macomber. A & M's defensive tackle Wilbanks Smith (top) was only brushed by blocker since play was run to opposite side.

WHY DOESN'T SMITH FOLLOW PLAY?



DELIBERATELY DRIVING at Bright, Wilbanks Smith crosses in front of teammate (55) who is chasing ball carrier Macomber. John Bright, completely out of the action, stands flat-footed, concentrating on the play's outcome.

LOOK OUT, HALFBACK BRIGHT!



RIGHT ARM COCKED, left arm down, Smith throws himself at the unsuspecting Johnny Bright who obviously is not the ball carrier. Everyone on the field except Wilbanks Smith was still watching Gene Macomber with the ball.

TO SEE WHAT HAPPENED, TURN PAGE

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• These members of the world-famous After-Shave Club know the importance of paying attention to their appearance. They put a dash of after-shave lotion on their faces every morning. It's stimulating and refreshing—helps keep a young, healthy appearance.

Why don't you, too, make a point of taking a young man's care of the details that keep up your appearance! You will find that when you look your best, you feel your best... do your best. Join the After-Shave Club... use Aqua Velva tomorrow morning.

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25	.97
30	1.13
35	1.30
40	1.58
45	1.96
50	2.47

Rates quoted apply to standard risks.

At these low rates, for age 35 as an example, a \$10,000 policy costs you only \$13 per month and will pay your beneficiary \$10,000 or an income for life if you die during the expectancy period. This low cost, long-term policy has cash and loan values and protects you for your expectancy of life based on the CSO Mortality Table. Write now for complete details.

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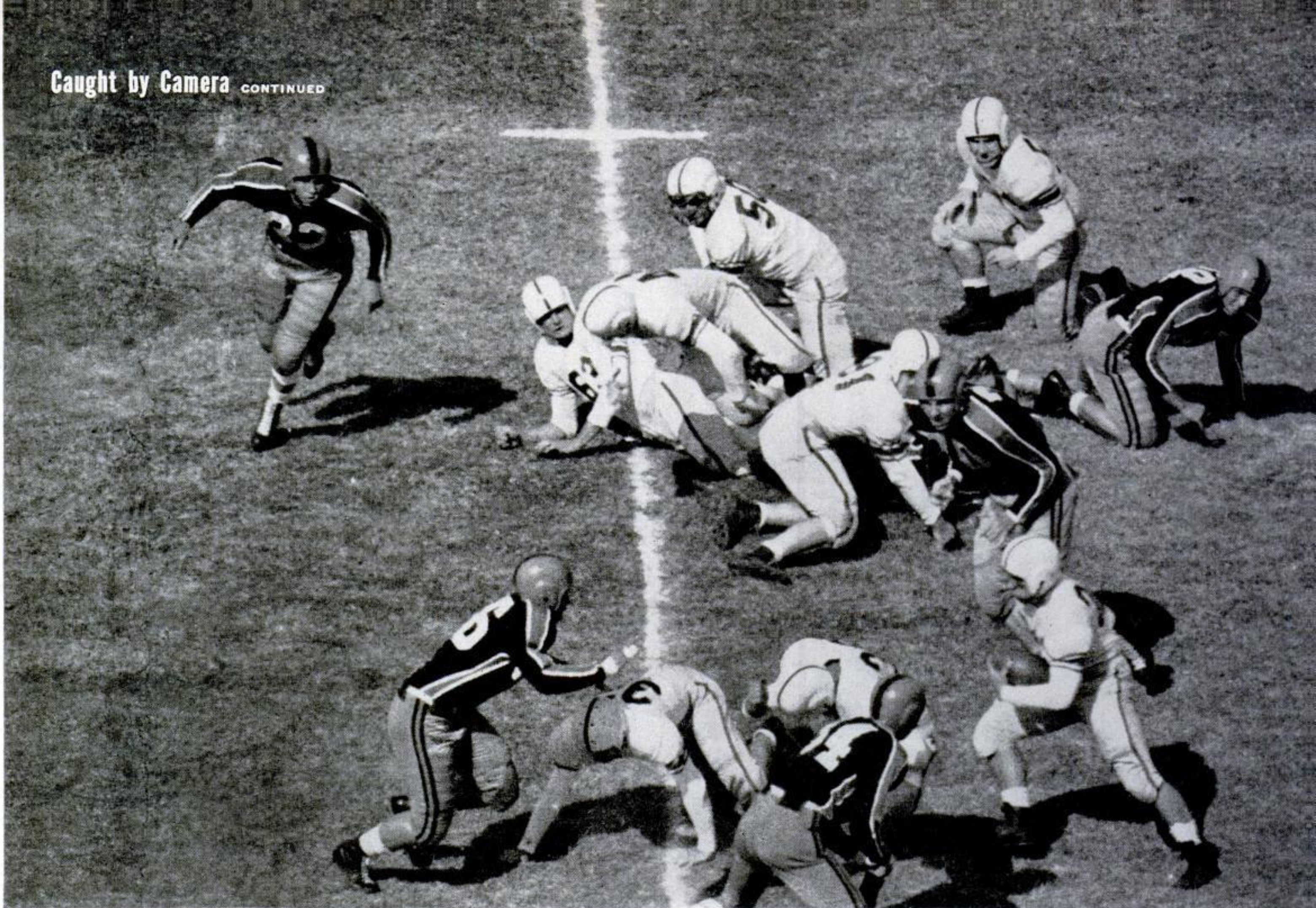
City _____ State _____

Date of Birth _____

THE LINCOLN NATIONAL
LIFE INSURANCE COMPANY

Fort Wayne 1, Indiana

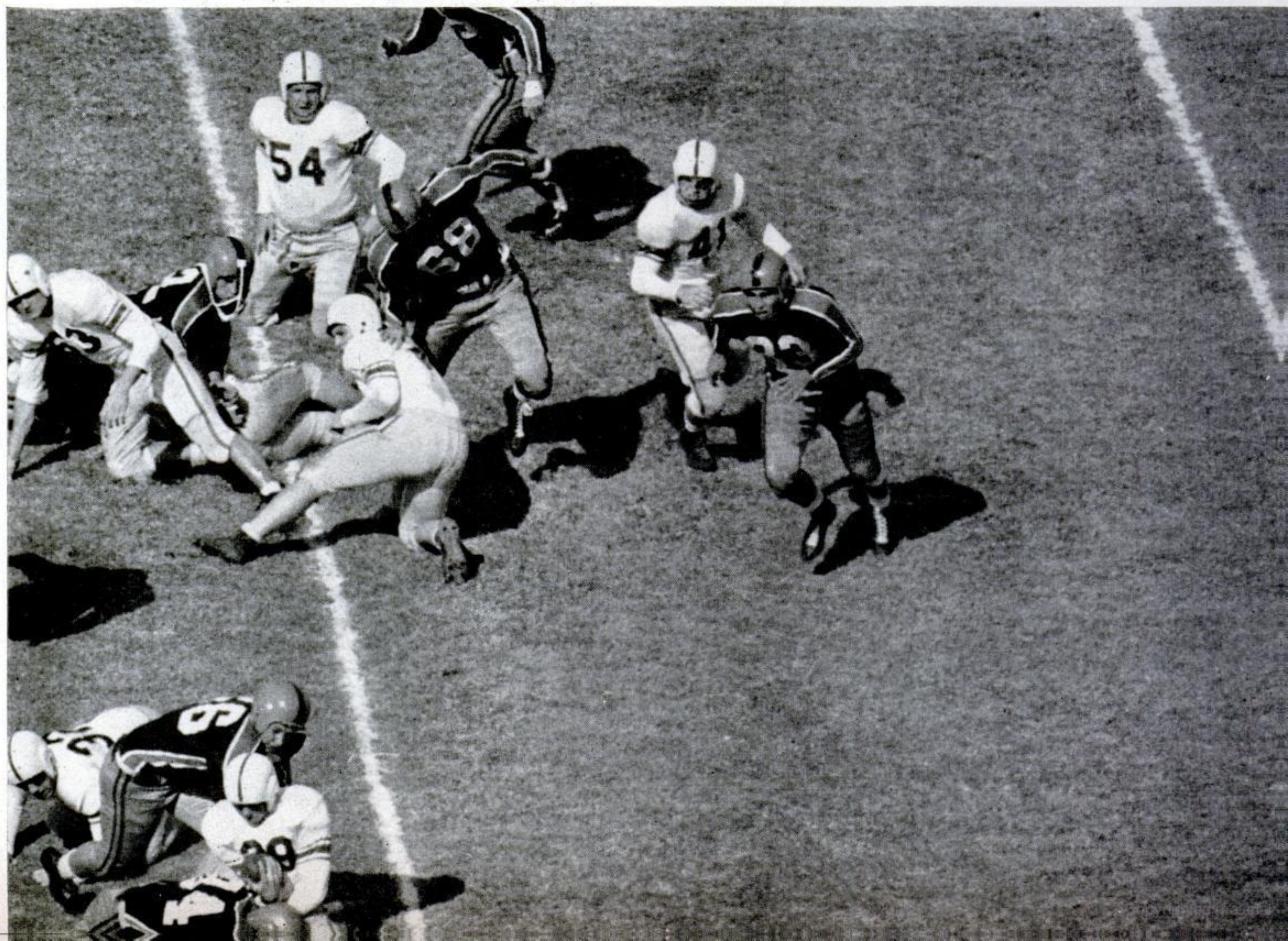
ITS NAME INDICATES ITS CHARACTER



HE GOT IT ONCE

What happened was that Smith smashed a right cross to Bright's jaw that broke it. "I knew it was broken the first play," says Bright. "I felt it bust." Knocked flat, Bright got up and on next play threw a 40-yard pass for a touchdown.

↓ AND TWICE

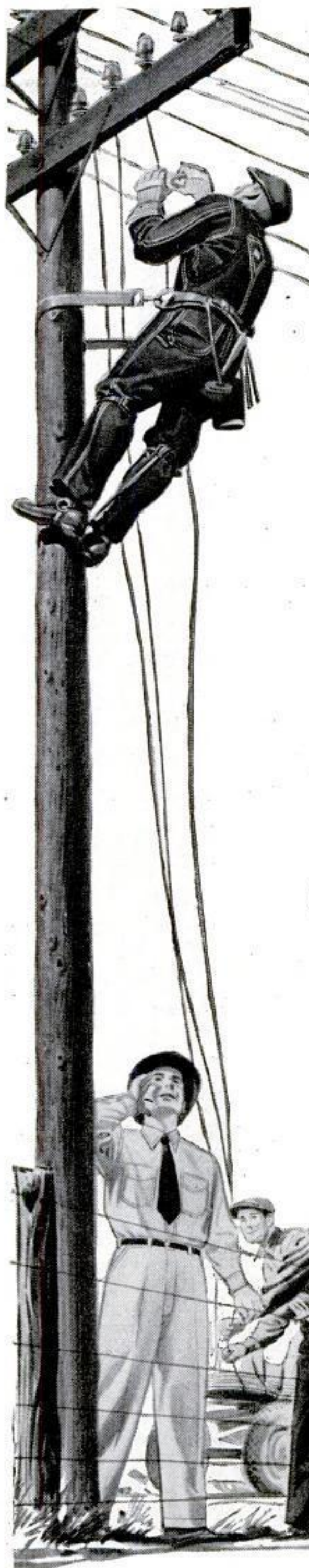




First chance he got after Bright's touchdown pass, Smith came piling in again. Bright was 10 yards out of the play and, like the referee, was watching the ball carrier when Smith slugged him again. He got up but on next play had to be helped off the field. He could only last a total of 10 plays. Drake lost 14-27.



CONTINUED ON NEXT PAGE



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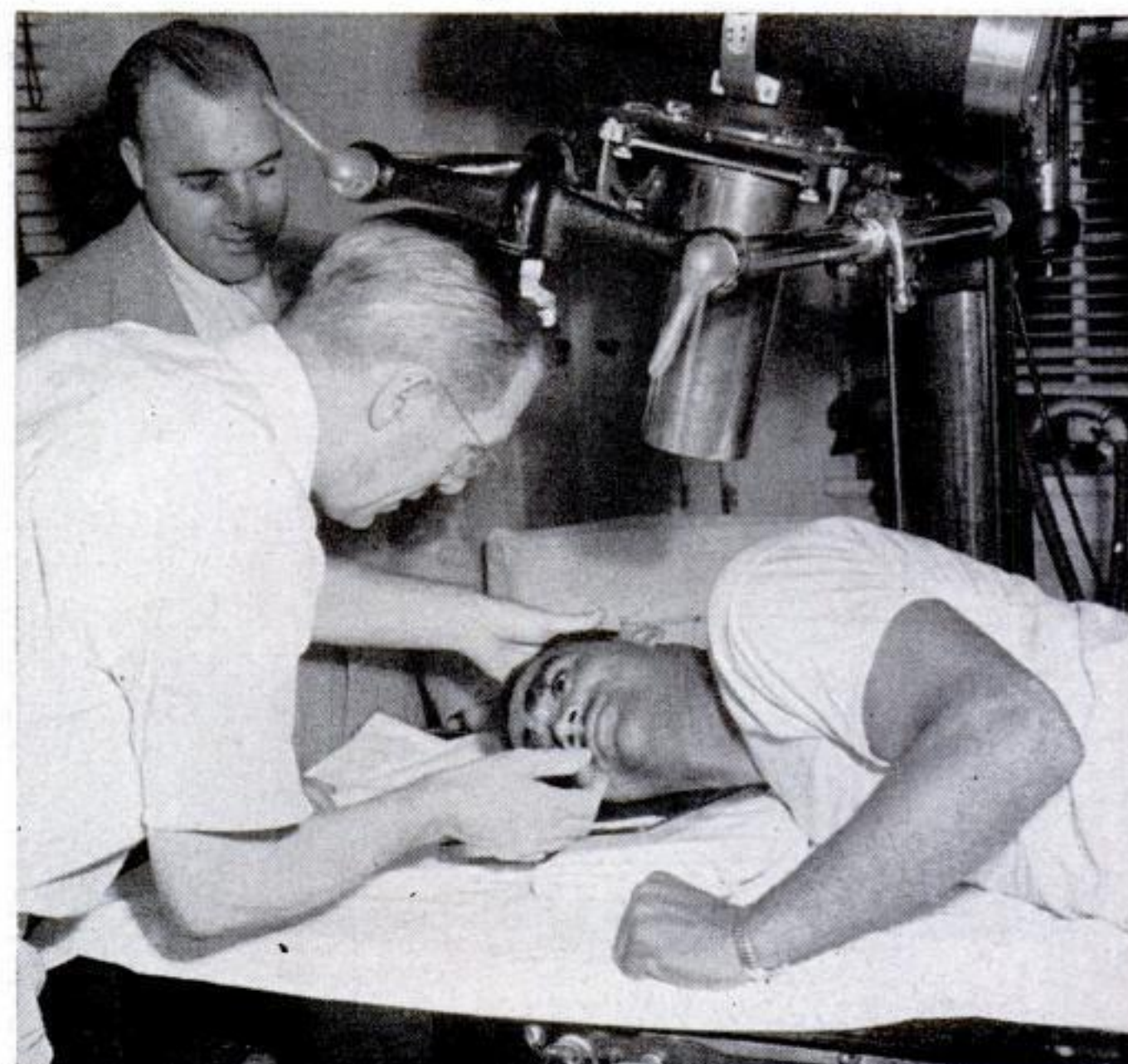
WORLD'S LARGEST MANUFACTURERS OF UNION-MADE WORK CLOTHES



THE WEEK BEFORE the A & M game Bright took a right to the jaw as he scored the third of his four touchdowns against Detroit. Drake won 26-6.

SLUGGINGS AREN'T ACCIDENTS

Nobody could say for sure that Wilbanks Smith intended to break Bright's jaw or that he was under a coach's orders. But for A & M the best way to win that football game was to get Bright out of it. So far nobody in the Missouri Valley Conference has been able to stop Bright any other way. In three seasons he has gained more yardage (5,699 yards) than any man in college history and last season set an all-time record, averaging an incredible 266.7 yards per game, accounting for 30 touchdowns. Dirty football has been charged in other games this season—in the California-U.S.C. game (LIFE, Oct. 29) and in the Tulsa-Marquette game which resulted in Marquette ending sports relations with Tulsa. The slugging of Johnny Bright was better documented than any because two Des Moines Sunday Register photographers, John Robinson and Don Ultang, kept cameras trained on the star back. Smith protested his innocence, saying, "If I overcharged Johnny, I regret it. I am sorry he was injured." But the Drake administration demanded an investigation by Missouri Valley Conference officials of the "malicious and intentional attacks" on Bright. Bright insisted that "You never hit a man that many times unless you do it on purpose." A serious sociology and physical education major, his biggest worry was missing an examination in his juvenile delinquency course. "I'm learning about criminals," he said, grinning through wired-up teeth.



ON X-RAY TABLE Bright's broken jaw is photographed. Jaws will be wired shut for at least five weeks, and he will get nothing but liquid nourishment.

COOLS IN SECONDS...

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NOW! Get More After-Shave Comfort!

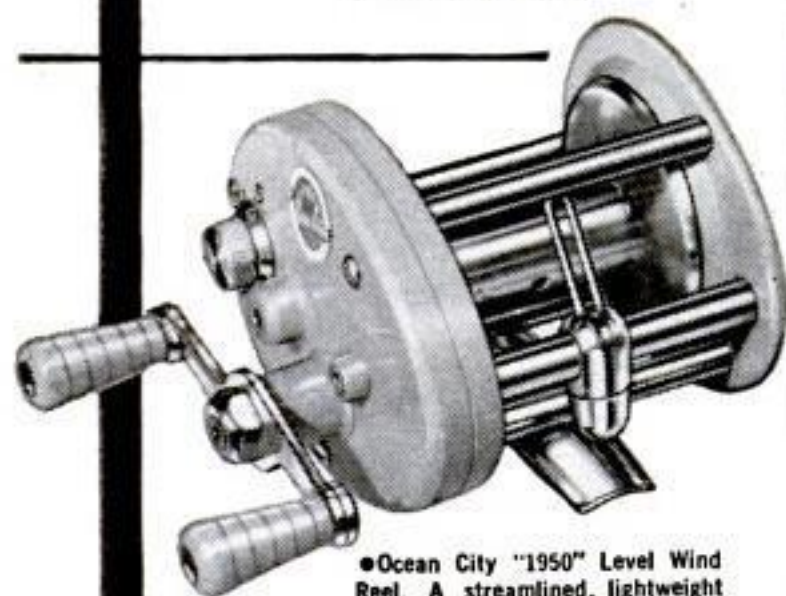
Refreshing, invigorating — new Palmolive After Shave Lotion cools in seconds... takes the sting out of the closest shave... contains a special emollient ingredient that soothes your skin for hours! And you'll go for its brisk, masculine aroma.

It's A Great Underarm Deodorant, Too!



● For peace of mind... there's nothing like fishing! No better way to relax... keep mentally alert and preserve your health in these times of stress and tension. When fishing, add to your enjoyment of the sport with the world's finest equipment, an Ocean City Reel... a fine precision instrument.

OCEAN CITY REELS



● Ocean City "1950" Level Wind Reel. A streamlined, lightweight anti-backlash with calibrated control. On-off click. Self-lubricating bearings. Weight 5 oz. Line cap. 100 yds. 15 lb. test silk or nylon. \$12.50

Other bait-casting reels \$2.95 to \$25.

Ocean City Mfg. Co. Phila. 34, Pa.

Write for FREE Rod And Reel Catalogue Dept. 2

This Flask CAN'T BREAK!



It's the wonderful new PARKER Plastic Travel Flask! Featherweight on your hip or in your bag. Leak-proof, chrome metal jigger cup top, double sealed. Holds 10½ ounces. An inexpensive, practical gift men love.

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YOU SHOULD TRY IT!



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And good? You said it! It's a pie lover's dream pie—every luscious smitch of it. But that's not all! You can make a pudding that'll set your family to raving—with the new and wonderful Jell-O Coconut Cream Pudding and Pie Filling.

Don't delay—get some Jell-O Coconut Cream Pudding and Pie Filling today!

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FOR
Red Letter
DESSERTS



ONCE DOMINATED BY A NEON SIGN (LEFT), VAN HORN'S NOW BOASTS A 25-FOOT CROSS (RIGHT). EXCEPT FOR DOORWAY, EXTERIOR IS NOT MUCH CHANGED

CLUB INTO CHURCH

A famous St. Louis night spot now is filled with worshipers

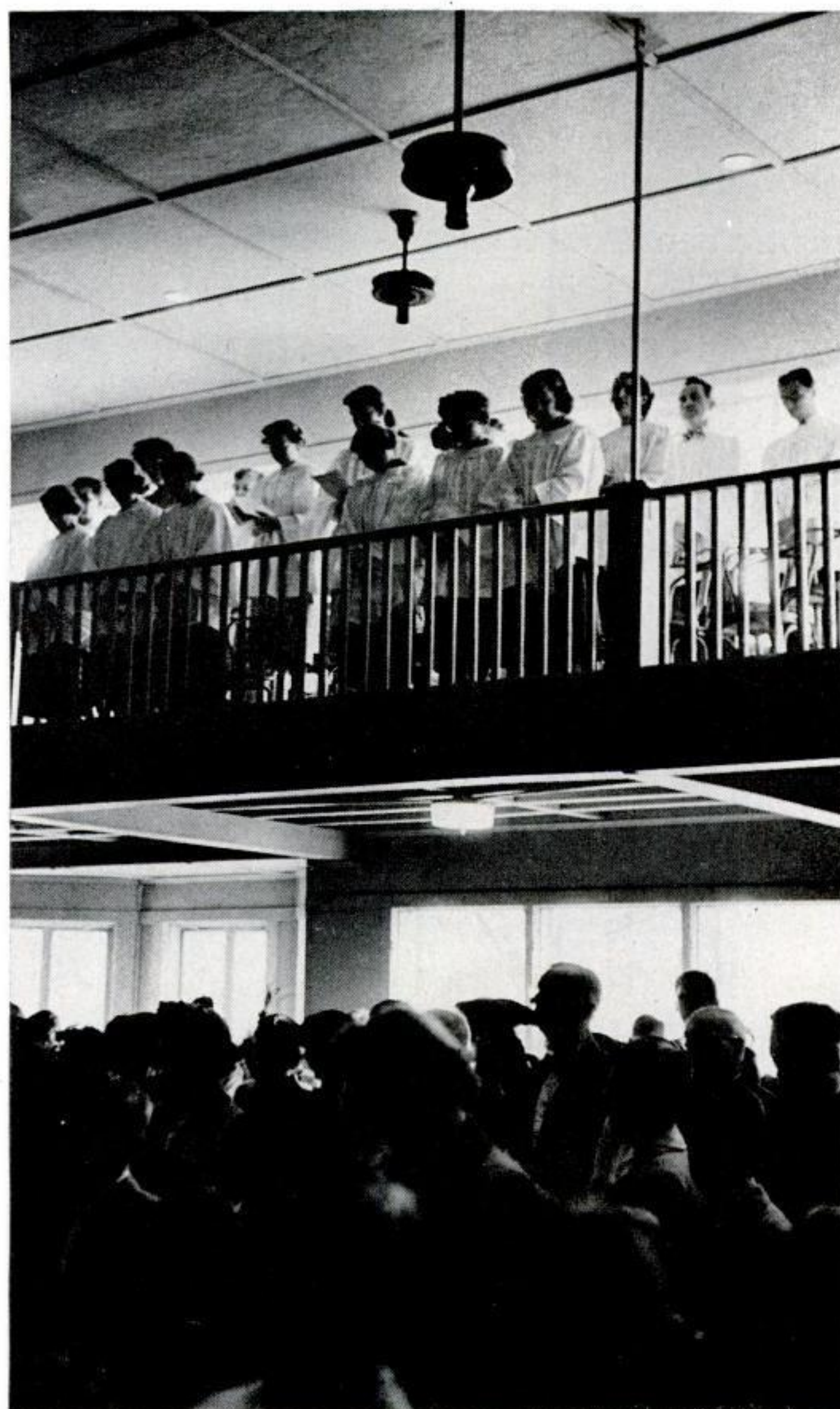
All over eastern Missouri, Van Horn's restaurant and nightclub was considered one of the permanent fixtures of St. Louis. A 150-year-old estate which had been made into a nightclub in 1917, it got through prohibition without any trouble and, for a nightclub, enjoyed a respectable reputation.

Last June, having outgrown its house of worship, the Mt. Calvary Lutheran Church began

to dicker for Van Horn's. A few oldsters said they'd "never worship where there'd been drinking," but most parishioners approved. The place was bought for \$100,000 and last month it was dedicated as a church. What had been dining rooms upstairs are now Sunday school rooms. For a while the church considered using wood from the 65-foot bar for the altar, but the bar will end up as a cafeteria counter.



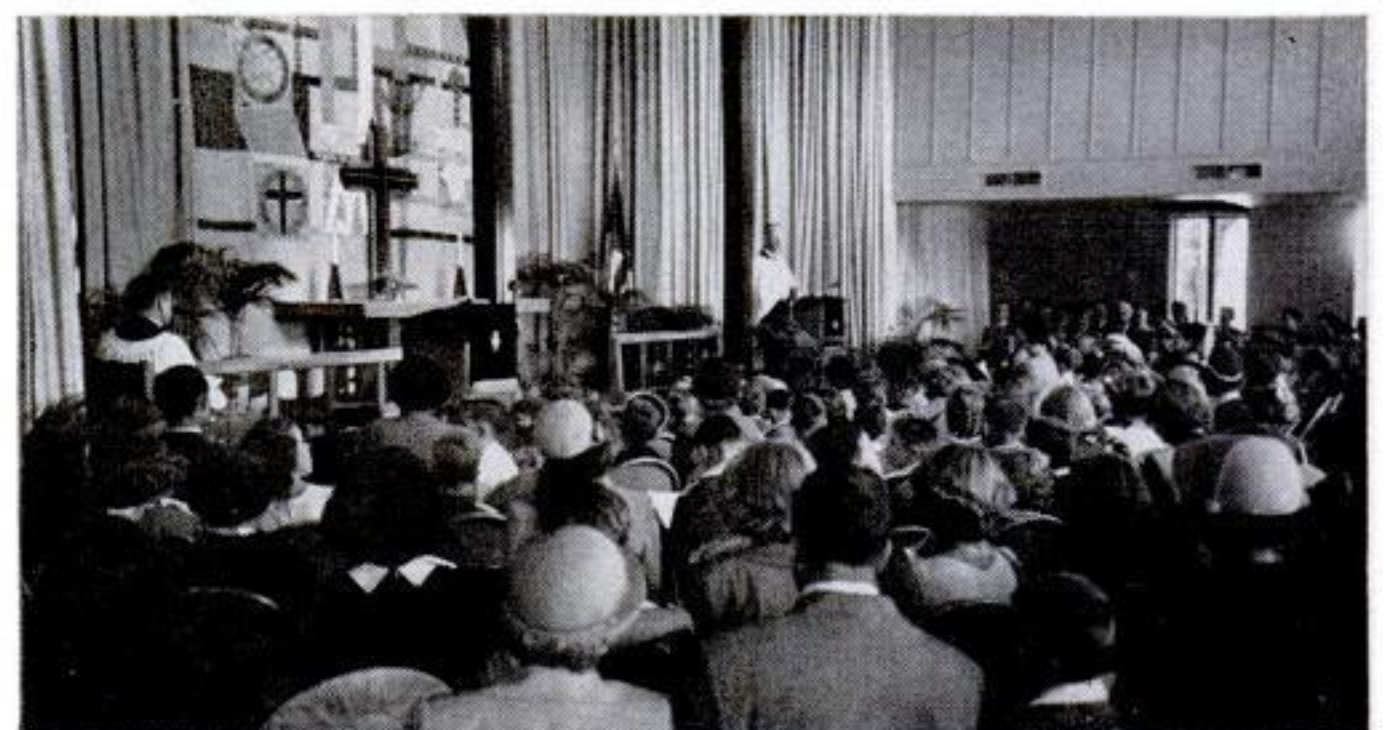
FRIVOLITY overtakes group of guests on the dance floor before conversion. The club was famous as a scene of private parties and New Year's celebrations.



SOLEMNITY prevails as the choir sings at the dedicatory services. New choir loft has been made from the balcony that once overlooked the main dance floor.



PASTOR Theodore Shroeder beams with family (top) in his new study, which was the nightclub's cloakroom. Last June the Shroeders (seated lower right, bottom picture) helped celebrate acquisition of the property in party at club.



MAIN HALL, once a dance floor (top), now seats 350 worshippers. Balcony under which orchestra used to sit has been walled up (bottom), and congregation faces what was room's side. Over altar is a wall hanging by a local artist.

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WITH *Maybelline*
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GIRLS THE WORLD OVER
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WILD CHERRY
COUGH DROPS 5¢

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Tony Barlow

FAMOUS RY-KRISP
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REXALL Mi-31, ideal mouthwash, gargle, breath-deodorant, all-purpose antiseptic, pint .. **79¢**

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COTTAGE CHOCOLATES, Kitchen-fresh, 32 delightful pieces, 1 lb., **\$1.10**

RONSON LIGHTERS, assorted styles, handsome and durable from **\$6.60**

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Rexall Stork Nurser, complete 8-oz. feeding unit, with cap; easiest to use... **3 for \$1.00**

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Cold Cream, for normal dry skin, 3-oz. jar, **\$1.10**

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Rexall Cascara Aromatic, fluid extract, 2 oz., **49¢**

Rexall Eyelo, soothing, cleansing lotion for eye irritations; half pint with eye-cup. **59¢**

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Rexall Pro-Cap Adhesive Tape, less irritating, sticks better; waterproof, 1/2" x 5 yd. ... **20¢**

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Rexall Gauze Bandage, sterile, 2" x 10 yd. ... **27¢**

Rexall Mercurochrome, with applicator, 1/2 oz., **25¢**

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VITAMIN VALUES

Rexall Cod Liver Oil, high potency, pint... **\$1.19**

Rexall Ascorbic Acid Tabs, Vitamin C, 40's... **89¢**

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Rexall Nutritive Protein Flakes, rich in minerals, vitamins, carbohydrates, and proteins, 9 oz. **\$1.39**

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Rexall Ammoniated Tooth Powder, 3 oz. **43¢**

Rexall Klenzo Antiseptic, ruby-red, cinnamon-flavored mouthwash and gargle, pint. **79¢**

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Klenzo Dental Plate Brush, long-lasting.... **55¢**

Save 26¢
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Brisk, bracing skin freshener with a fragrance you are sure to like.

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A household "must"... cleans cuts, abrasions... USP 3%, 10 Vol.

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PORT OF NEW YORK

VITAL U.S. ASSET IS VULNERABLE TO STRIKES—AND BOMBS

PHOTOGRAPHS FOR LIFE BY ANDREAS FEININGER



FOR FERRYING TO NEW YORK WHARVES. FOR A COMPARISON OF FEININGER'S PHOTO WITH PAINTINGS OF HIS FAMOUS FATHER, SEE NEXT WEEK'S "LIFE"

The people of New York City pay very little attention to it, but under their noses, in water they can see from almost any window, is the greatest seaport in the world. In the smoky freight yards across the rivers a dozen railroads converge, from west, north and south, carrying Turkish towels for Egypt, safety matches for Singapore or orange juice for Hong Kong. Lining the docks that almost surround the city are ships, perhaps 400 a day, loaded with

everything from Buicks to bananas. The docks they use are long and there are enough of them to handle all the biggest liners in the world at once. The port they tie up in handles \$10 billion a year in cargo and more than half of the whole nation's foreign trade. Through its hooting harbor traffic, countless freight cars crisscross on car floats while the world's biggest liners unload their passengers at docks only a few blocks from the theater district.

Last week a longshoremen's strike stopped the traffic of the port almost entirely, halted the flow of shipping, paralyzed the great rail yards (*above*) and immobilized miles of freight cars. The strike showed how instantly vulnerable the huge port is to the actions of a single group of men—or to a single bomb. The infinite complexity which makes the harbor so vulnerable is described here and on the following pages in the photographs of Andreas Feininger.

TRAFFIC PACKS THE BIG AND BUSY HARBOR

Seen from the north in the map at the right, the vast complex of water-filled valleys that makes up the Port of New York stretches over 1,521 square miles and contains four rivers, four straits and eight bays, each one as big as the average European harbor. The Dutch, in the old days, used it as a small fur-trading station and never thought of it as a central depot for the trade of the whole new world. But even then it was a favorite refuge for ships caught in a storm and recognized as the finest natural harbor on the Atlantic coast. At the south, Staten Island and the bar of Sandy Hook protect it from seas and gales. On the north, it connects with Long Island Sound and offers water traffic a sheltered passage to New England. It is deep and can be kept that way with comparatively little dredging. It is also relatively ice-free, though in 1780 it froze up so solidly that

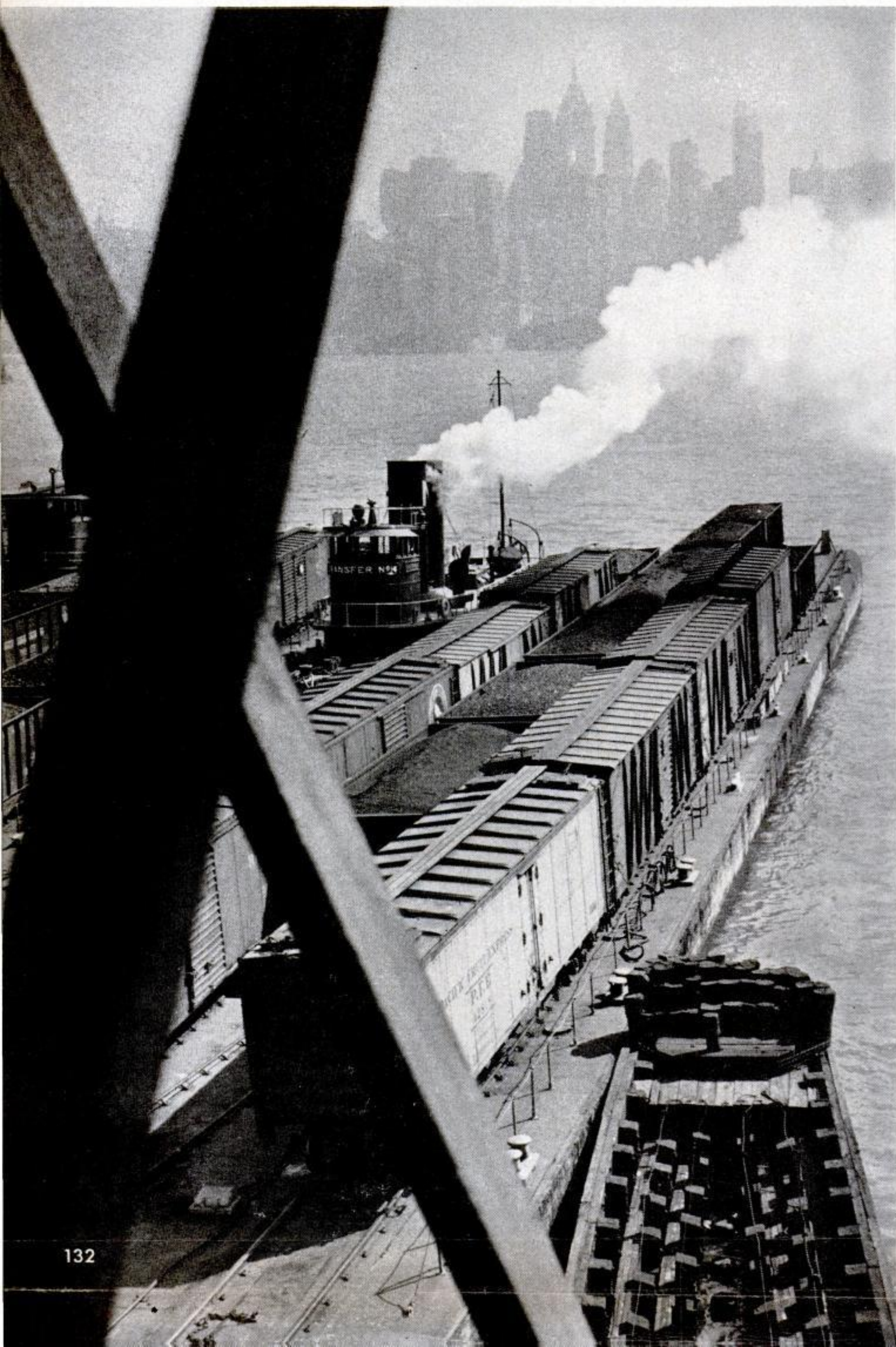
the British were able to send 80 commissary wagons across the harbor to Staten Island over the ice. But the rush of tides from the Sound to the ocean and back, which helps break up the ice and keep the channels deep, has its drawbacks. For centuries seamen have cursed at one of the most unpredictable stretches of salt water in the world, the tortuous, tricky whirlpool of Hell Gate, where two tides and a river meet and currents move back and forth as fast as 6 mph.

For a while, in the 17th Century, New York was a center for flour shipments, then for privateering and then for piracy (it was used as headquarters by Captain Kidd). It was more respectable in 1818. Then the Black Ball packets started the first scheduled transatlantic sailings, steering a course, as ships do today, down the Upper Bay, through the Narrows and into the Lower Bay. In 1825 the Erie Canal

opened, giving the port an inland waterway to markets of the north and west. It was then that New York far outstripped Boston and Philadelphia as the country's biggest port. At that time most ships docked in the East River to avoid the Hudson's ice floes that sometimes piled up so solidly that people climbed across the river instead of paying ferry fare.

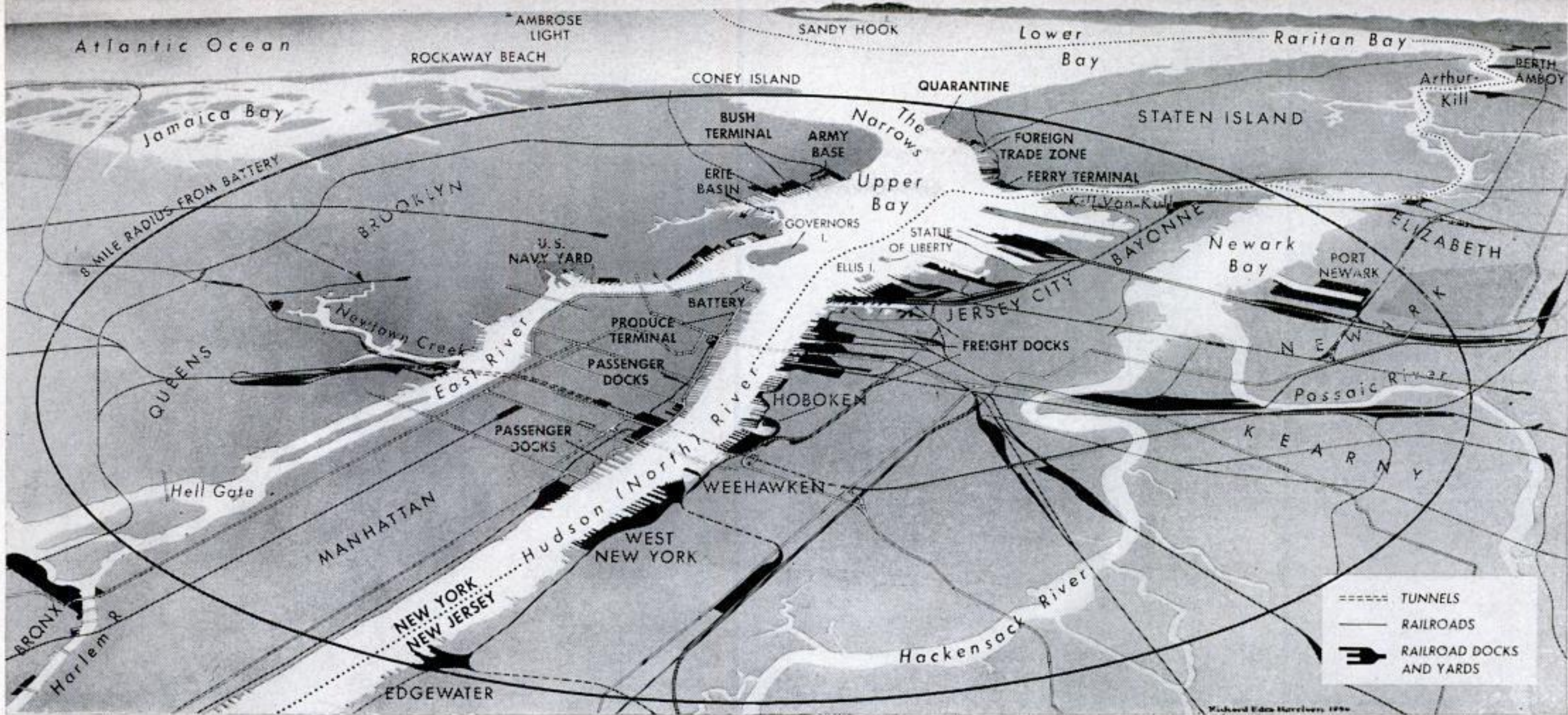
Since then the docks area has spread until it covers almost half of the port's 770-mile waterfront. By Walt Whitman's day it was already "mast-hemm'd Manhattan" with "the big steam-tug closely flank'd on each side by the barges," and "on the ferry-boats, the hundreds and hundreds that cross, returning home." Now the hundreds that crossed the port water daily have become millions. Last year 60 million cars crossed the Hudson from New York to New Jersey and back by bridges and tunnels alone.

CHUFFING ACROSS THE HUDSON. A TUG HAULS CAR FLOATS IN TO DOCK ON THE JERSEY SHORE



AT FERRY SLIP ON THE BATTERY "GOLD STAR MOTHER"





THE PORT includes New Jersey as well as New York itself. The circle, which centers at the Battery, covers the main section of the port area which technically

extends as far up the Hudson as Tarrytown and as far south as Sandy Hook. The entrance to Long Island Sound is at left of Hell Gate between Bronx and Queens.

DISGORGES LOAD OF COMMUTERS FROM STATEN ISLAND



IN BROOKLYN ARMY BASE, FREIGHT IS LIFTED FROM CAR TO JUTTING LOADING PLATFORMS

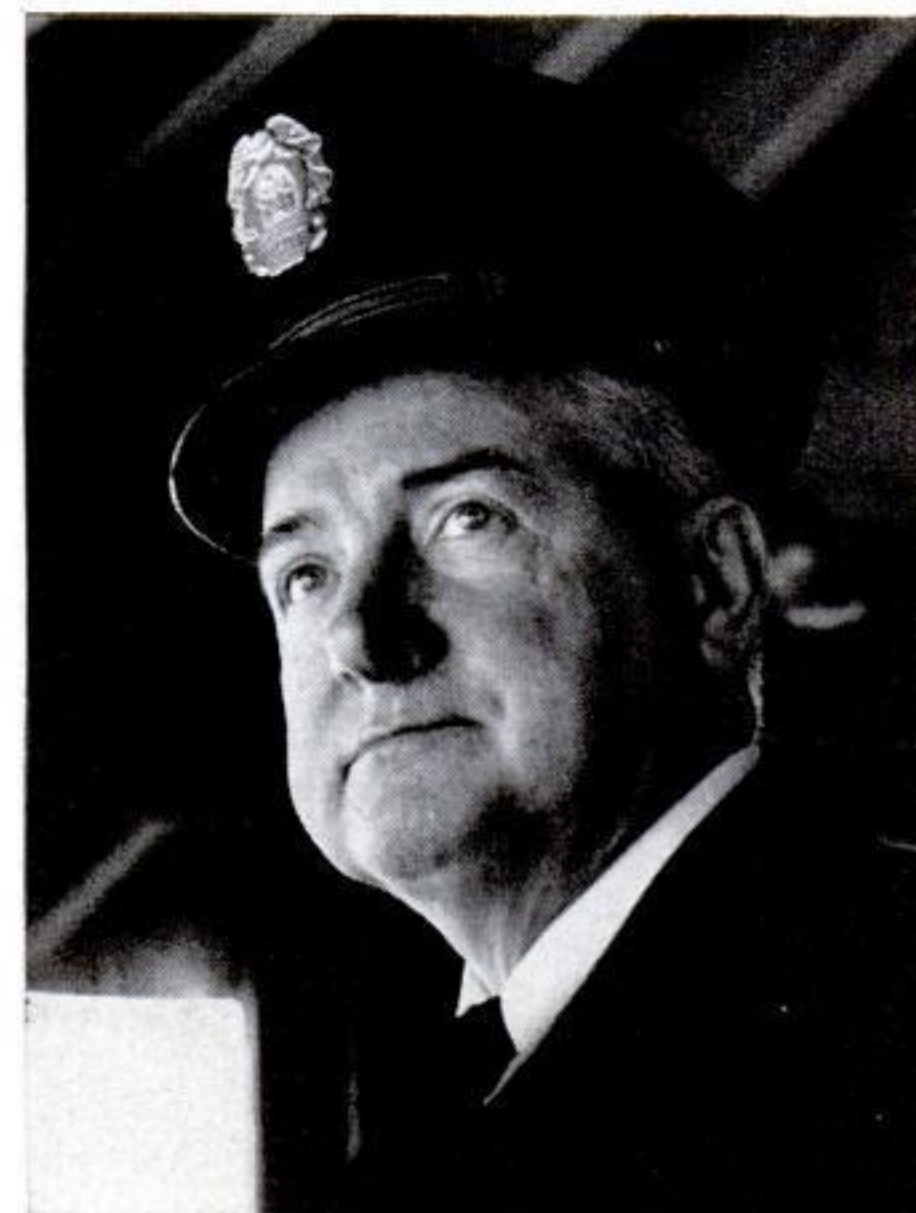




SEA PILOT Fred Clark boards big liners out near Sandy Hook and guides them through the channel.



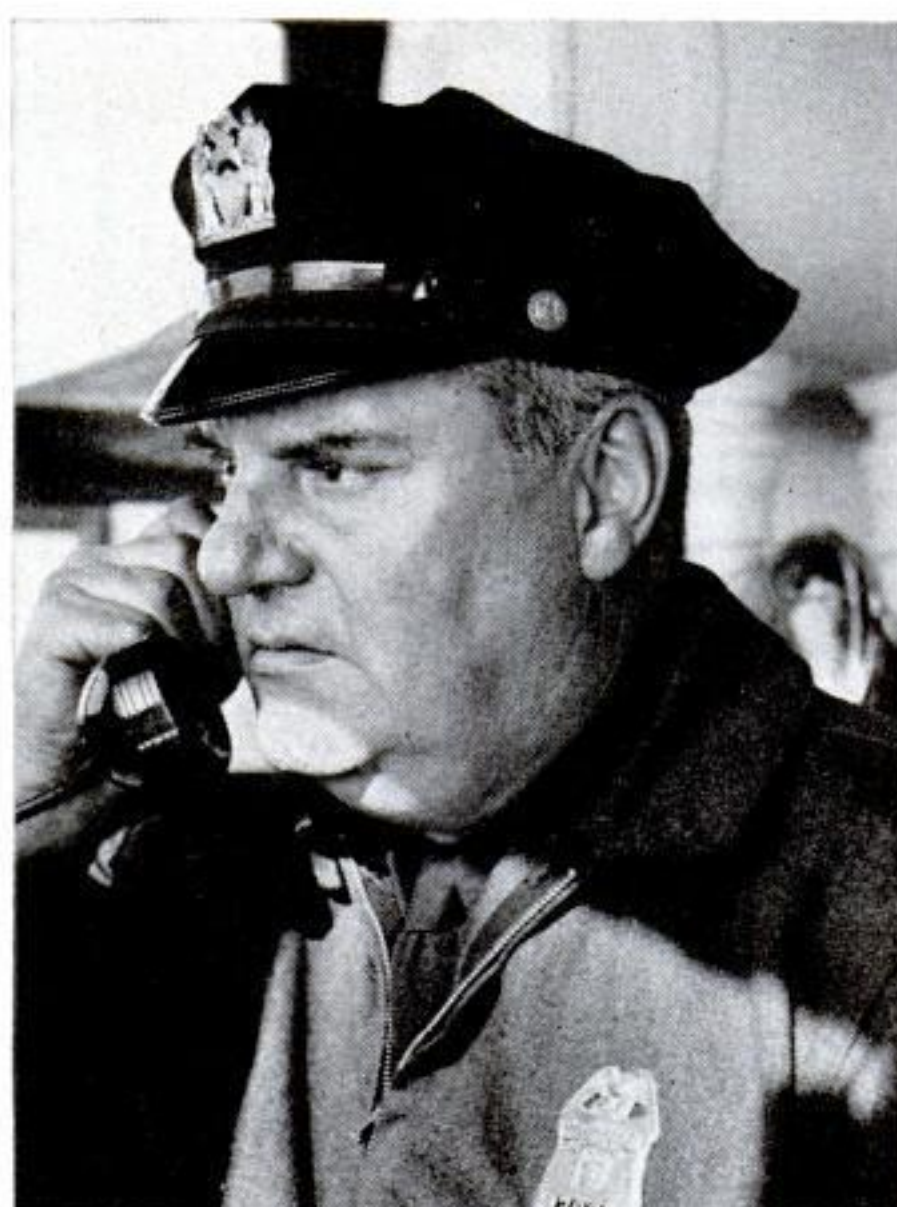
BARGE CAPTAIN Karl Tode lives on and looks after a barge which hauls cargo from shore to shore.



FERRY SKIPPER Francis Hickman commands a ship on Staten Island run, which he has made 26 years.



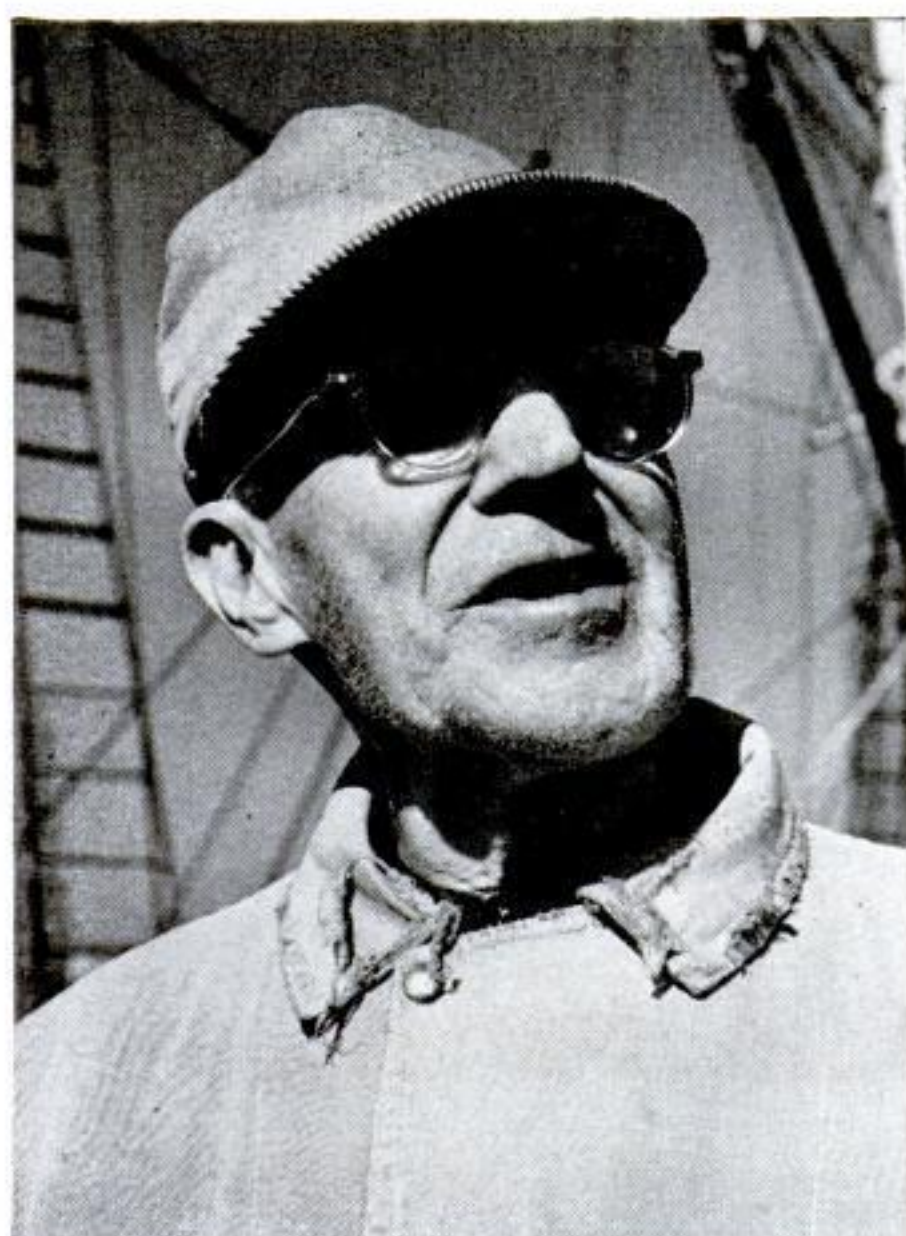
COMMISSIONER Edward Cavanagh of Marine and Aviation Department runs the city waterfront.



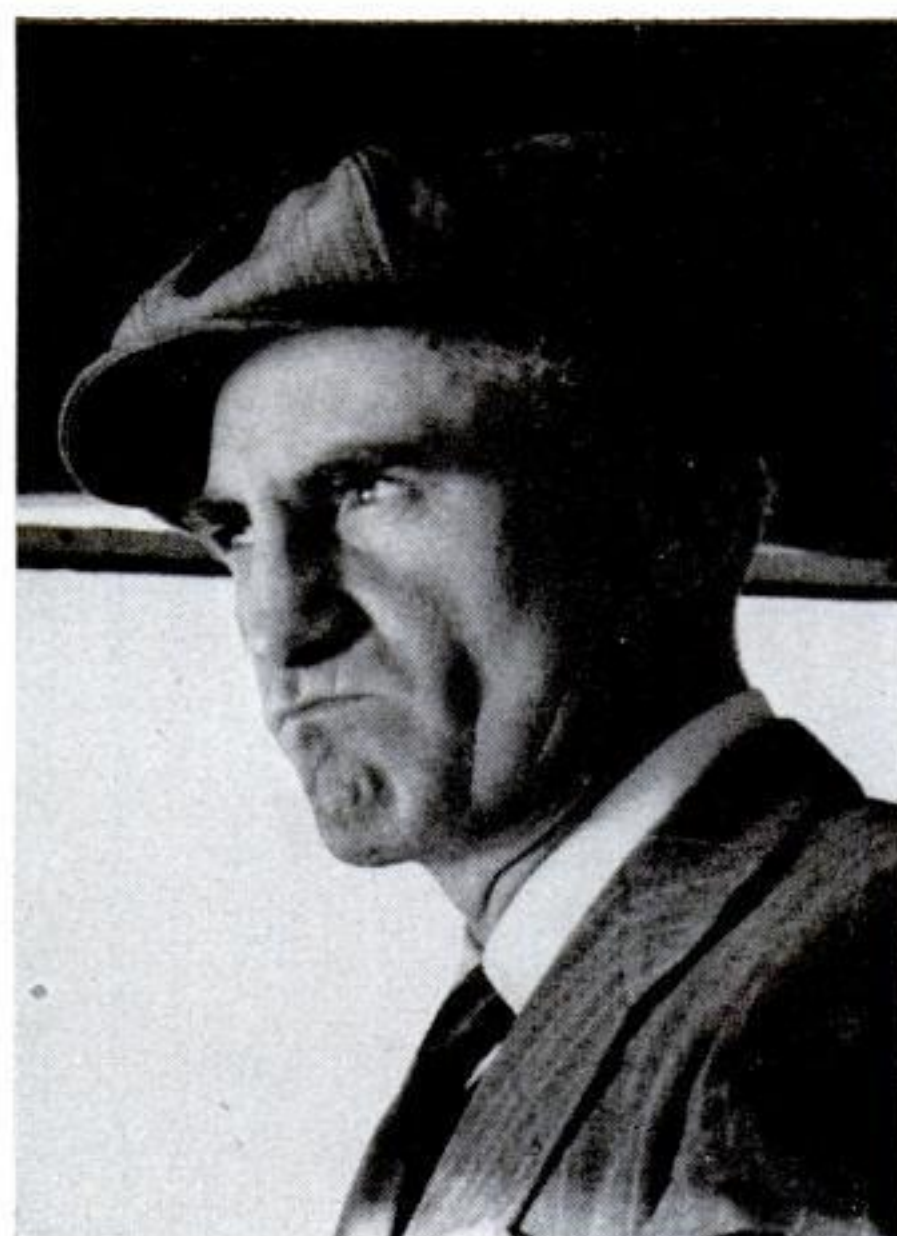
MARINE POLICEMAN Sgt. Joseph Belton runs launch in bay, keeps eye out for thieves and bodies.



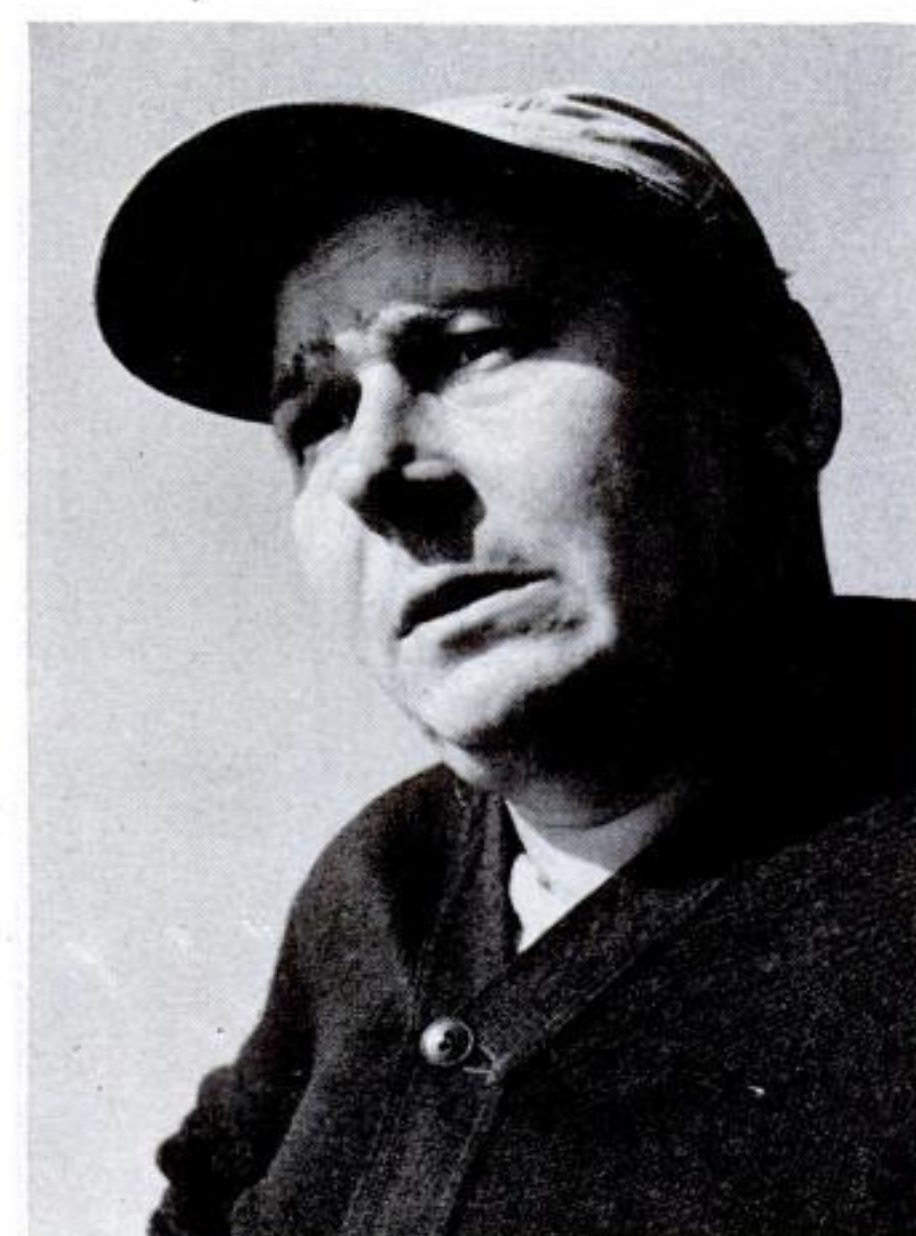
DOCKMASTER Andrew O'Reilly works for city and sees that people who use public wharves pay fees.



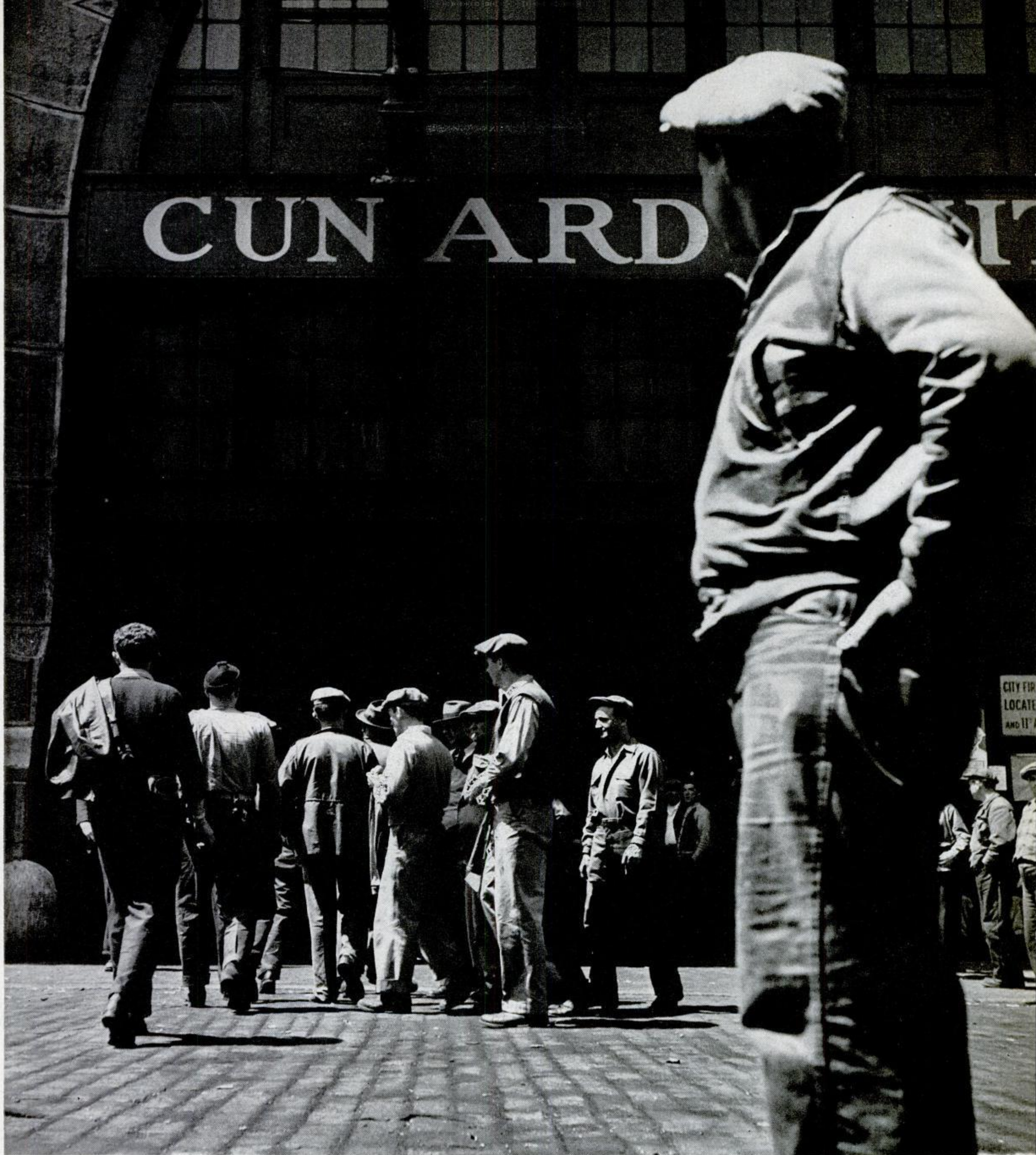
FISHMAN Rube Boland has been selling fish in Fulton Market since 1886, deplores lack of fights today.



TUGBOAT MAN Kenneth Buck captains a high-powered Moran tug which he uses for docking liners.



STAKEBOAT MAN George Bernhardt lives on anchored barge which serves as tie-up for others.



HAVING GOT NOD FROM STEVEDORE, A GANG OF LONGSHOREMEN WALK TO DOCK TO WORK WHILE OTHERS STAND AROUND HOPING THEY WILL BE AS LUCKY

THE WATERFRONT IS TOUGH AND TOUCHY

The men who work for the Port of New York, boat captains, fish merchants, deckhands and dockhands, live a more rugged life than most of the people in the city and they keep mainly to themselves. But the most clannish of all are longshoremen (*above*) who handle all of the cargo and are the most important single group of men in the whole port. They are all hired by

a union-backed institution which is known as the "shape-up," and this latest strike is based in part against abuses of the shape-up itself.

The shape-up happens every morning at 7:55 when the men show up for work. They report at the docks in gangs of 20 and stand around until the boss of the gang gets a nod from the shaping boss. If he gets the nod, the men get

work. If not, they show up again at the noon shape-up and hope for the best. Since the gang leader is always a union man and nine times out of 10 the shaping boss is one himself, this leaves the men at their mercy. Both bosses are in a position to exact payment for working and they usually do. As long as the shape-up lasts, there will be trouble on New York's waterfront.



AS CROWDS OF WELCOMERS WATCH FROM A HUDSON WHARF, FOUR TUGS NOSE THE GIGANTIC QUEEN MARY OUT OF THE STREAM. SHE IS ONE OF THE SHIPS

PORT MUST KEEP UP WITH THE SHIPPING

For nearly 30 years the Port of New York has raced to keep deep enough for its customers. In 1860 when the steamer *Great Eastern* visited the city she drew 27 feet, and the channel in Lower Bay had only 23 at low tide. But she waited seven hours for flood tide and clumped over the bar with inches to spare. Soon after, the channel was deepened. A ship like the *Queen Mary* (above) draws 40 feet, loaded, and "squats" four more under

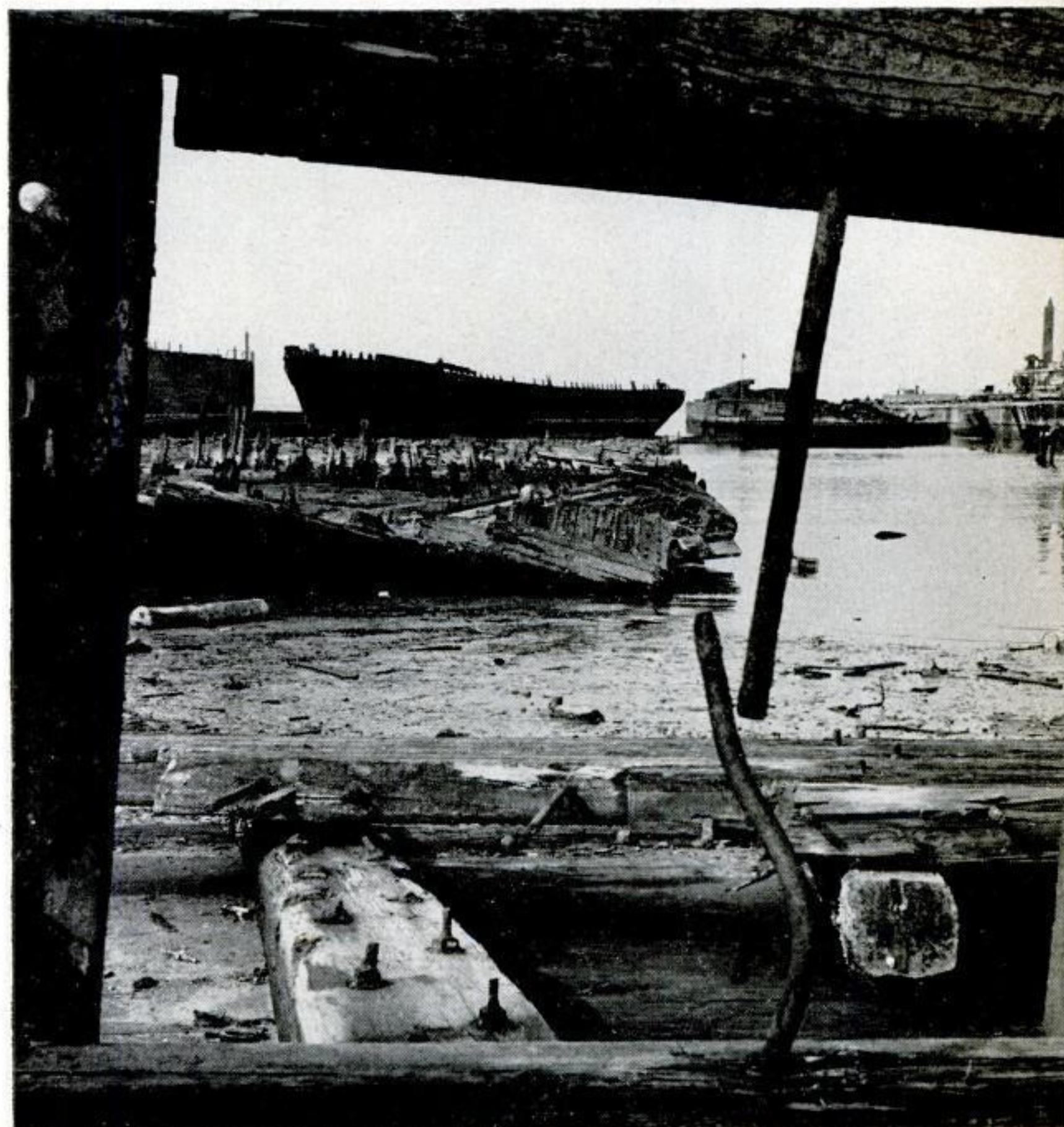


OF 30-ODD NATIONS WHICH MAKE REGULAR SCHEDULED TRIPS TO THE PORT

way. To accommodate such visitors the Army engineers, responsible for the port's water area, have dredged, off and on, since the *Eastern's* day. Now the Ambrose Channel, which the big ships use, is 45 feet. The Hudson channel, which was originally 40, is 45 except at midtown Manhattan, where it is 48. Here the biggest ships can maneuver comfortably and deposit passengers at piers which are literally floating on the river's mud.

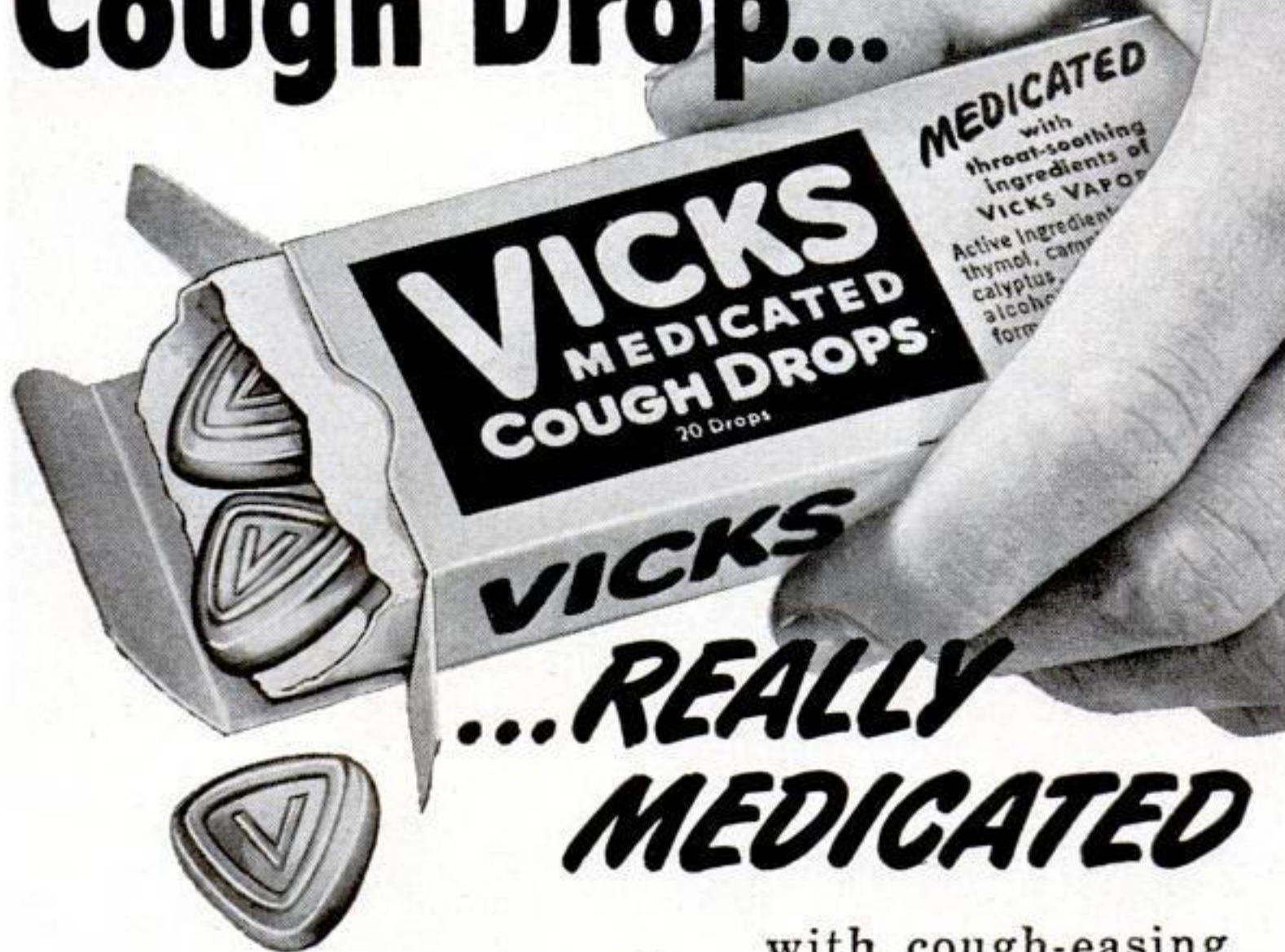


OLD DRIFTWOOD, which interferes with ship bottoms, propellers and landing seaplanes, is a menace to harbor navigation and is collected by 15 boats run by the Army engineers. It is spotted by launch, scooped up in a net, loaded on a lighter and burned aboard a concrete incinerator barge which is anchored offshore.



OLD HULKS rot in the mud in a graveyard for barges near Bayonne, N.J. Most of them stay there until they turn green and fall apart but some are sold on the condition that the purchaser get them out of the water. A barge in fair shape may be sold for as much as \$100 and may bring \$300 when it is chopped up into firewood.

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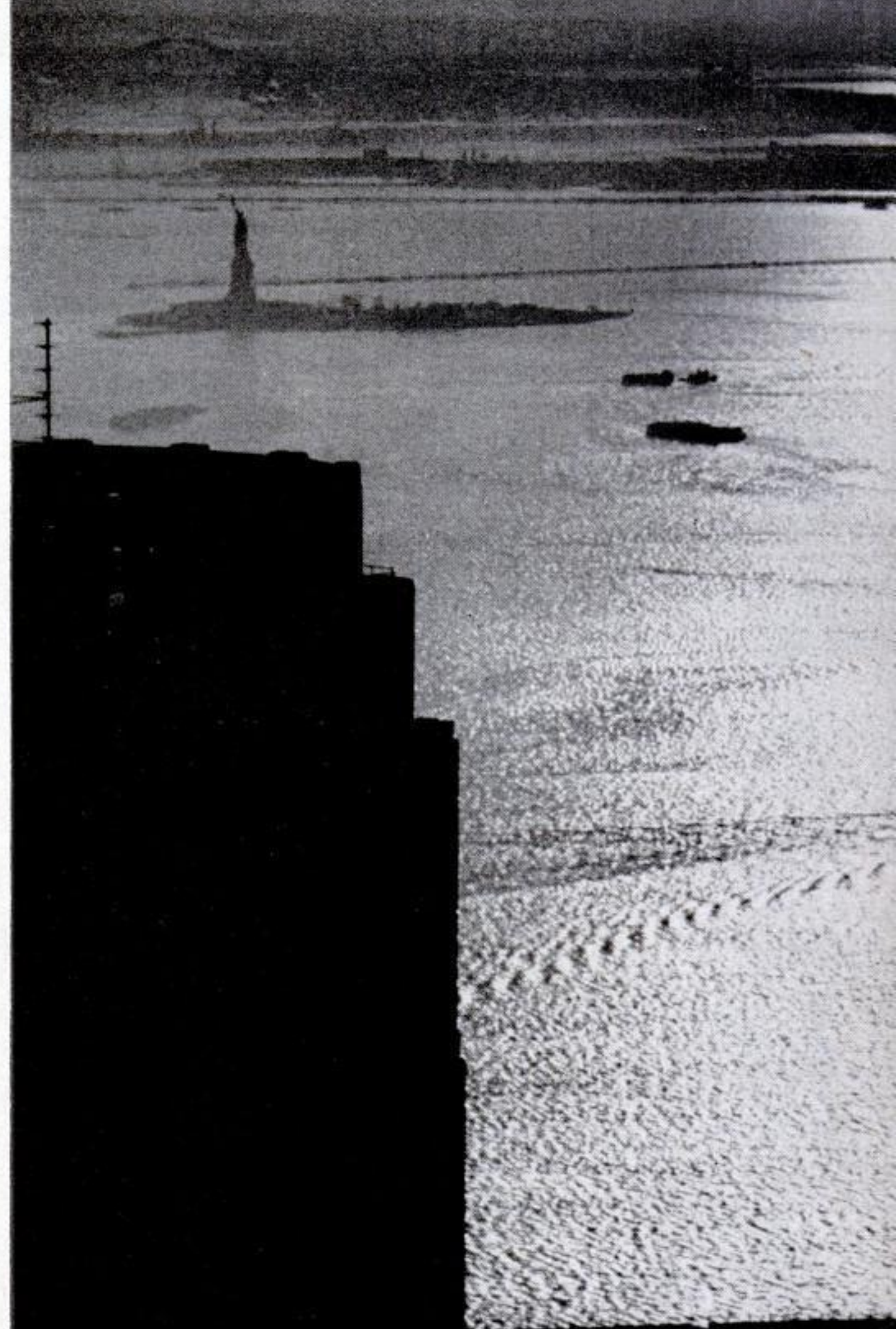
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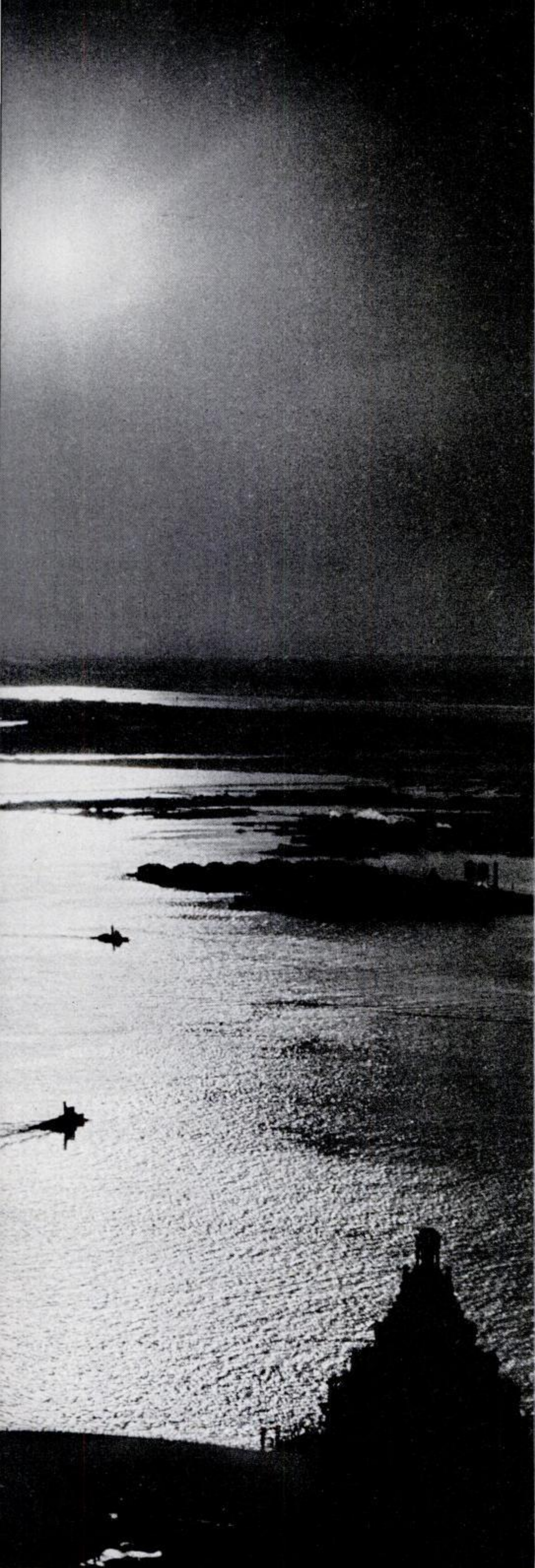


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PORT OF NEW YORK CONTINUED



STRIKEBOUND PORT has only a tug or two steaming across usually busy Upper Bay. In this moody picture sunlight stretches out over New Jersey to



Newark Bay in background. The first land in sun's path at right is Ellis Island. The second is a Jersey pier. In the shadow, off to left, is Statue of Liberty.



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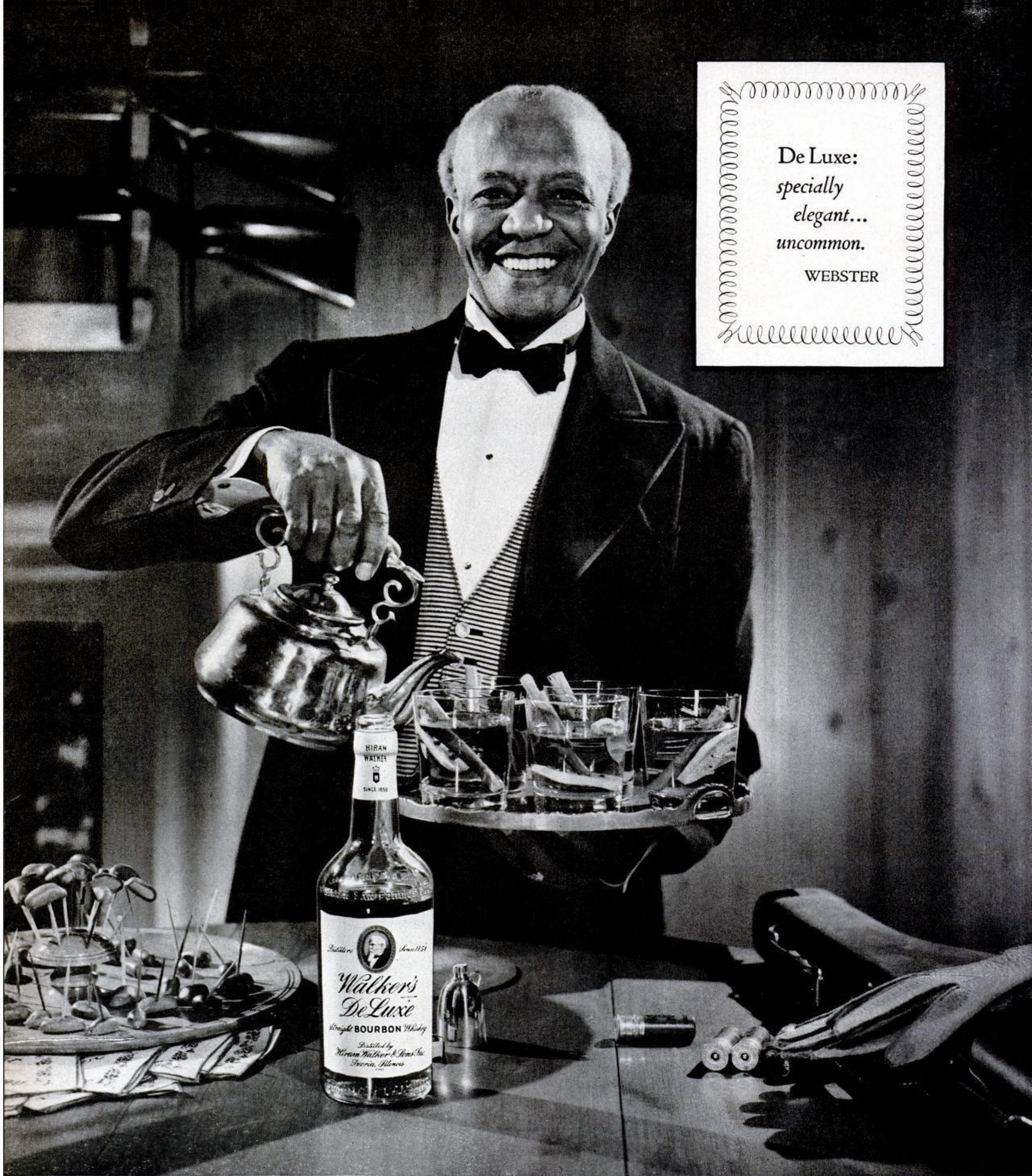


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BURIAL AT SEA is held for the one casualty of mission. Alongside the sub's unique hangar tank Commando Jones's comrades stand over his body before it is committed to the sea.



THE MISSION OF THE 'PREGNANT PERCH'

She was the laughingstock of fleet, but off Korea she dramatically demonstrated a new use for subs

by CLAY BLAIR JR.

AN ungainly looking U.S. submarine lay to in the Sea of Japan, the sea lapping softly along her black sides. Two U.S. destroyers hovered off her quarter. On the submarine's afterdeck, on a stretcher covered by the British Union Jack, rested the body of British Royal Marine Commando P. R. Jones. Around the body stood Jones's comrades, their jaws working nervously and their eyes avoiding each other. The brief burial service was read and the body was hoisted

over the side into the sea. An honor guard of Royal Marines fired three rifle volleys. The destroyers' guns boomed a salute. The United Nations Flag dipped to half mast.

Commando Jones was the only casualty in the first combat operation of submarines in the Korean war. And a unique operation it was for a submarine. The action took place just a little over a year ago, but the U.S. Navy has kept it a carefully guarded secret until now. Today, since many of the officers and

men involved in the exploit have returned home, the Navy has allowed them to tell the story.

It is a story of a new concept in submarine warfare: transporting specially trained troops under the sea, putting them ashore for a specific operation and bringing them back. Submarines have of course carried troops before: during World War II they landed men on Jap-held Makin Island and once they even put a few raiders ashore for a

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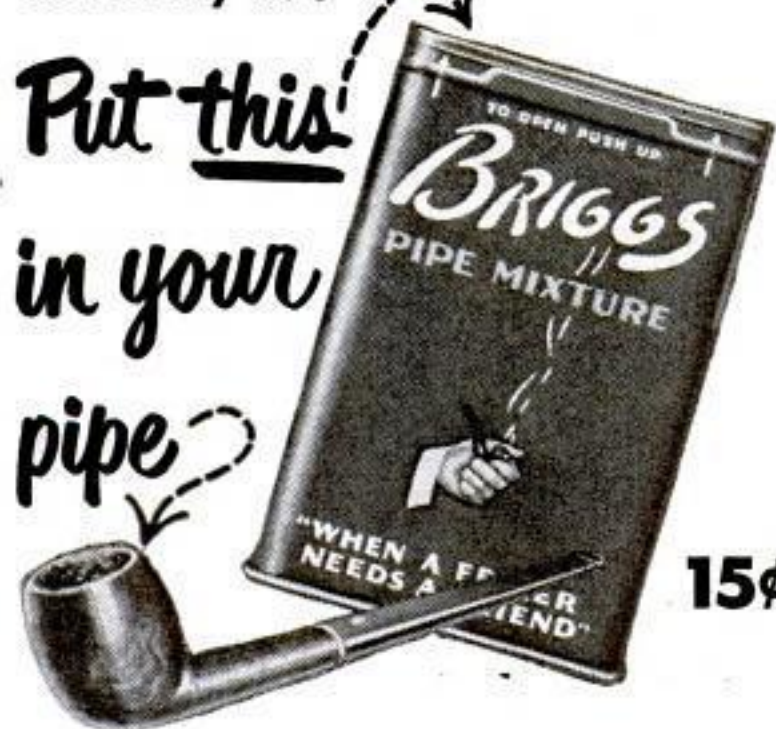
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"PERCH" CONTINUED

foray on the mainland of Japan. But these operations were regarded with indulgent amusement by most of the Navy brass, and the tactic was virtually abandoned when the Korean war broke out. The submarine *Perch*, however, changed all that.

Perch, with a great bulbous projection on her afterdeck, was the laughingstock of the fleet. They called her "The Pregnant *Perch*" and, as sailors will, conjured up many unprintable theories to explain how she got that way. Actually the bulbous projection was a hangar tank which carried a motor launch, or "skimmer" in submarine lingo.

The skimmer was aboard on the chilly September night last year when *Perch* proceeded on the surface through the choppy waters of the Sea of Japan. She was bound for the coast of North Korea. Phosphorus flickered and bubbled greenly in her wake. On her tiny bridge six men ducked behind the steel plating to escape the irritating splash of spray as *Perch*'s bow plunged in and out of the sea troughs. Overhead, in the periscope "A-frame," radar antenna whirled around and around, to pick up any Russian ships or submarines based at nearby Vladivostok.

Down below the surface of the water, in the warm bowels of the 300-ft. sub, *Perch*'s "motor macs" checked the roar of the 1,600 hp diesel engines. Up forward in the crew's mess, the ship's traditionally temperamental chief cook rode herd on the mess cooks who were lazily scrubbing white plates and cups for next chow. In "officer's country" several lieutenants and ensigns lounged in a tiny wardroom.



SUB'S SKIPPER was Lieut. Commander Robert Quinn, 33.

Throughout the boat, wherever a little space could be found amid the machinery, dungaree-clad sailors were playing acey-deucey and cribbage or were reading ragged paper-bound books from the ship's library. The public address system piped music from a phonograph in the after battery compartment. Between records

sailors chatted into the mike to make what *Perch*'s men called their own "disc jockey program."

Like most submarines just setting out on a war patrol, *Perch* was a jolly, noisy boat. But beneath the deliberate display of indifference ran a strain of tension—which showed when the radar antenna atop the periscope stopped whirring and fixed on one bearing: an aircraft contact. The officer of the deck sang out, "Clear the bridge." Five other men repeated it in a hoarse chorus as they ran for the conning-tower hatch. The diving klaxon gave two blasting honks and the public address system screamed, "Dive! Dive!" as *Perch* submerged in a cloud of foam and spray.

The unidentified plane passed over; *Perch* poked her snout up through the black water again and the course was reset for the coast of North Korea. Her men relaxed a little.

In her forward and after torpedo rooms *Perch* carried 67 British Royal Marines under the command of Lieut. Colonel Douglas B. Drysdale, veteran of a dozen or more commando raids during World War II. They were members of "41 Independent Commando" and had been flown from London to Tokyo at the outbreak of the Korean war. *Perch*'s mission was to land them on the east coast of Korea and blow the railroad line that hauled supplies down the coast from Russia to the North Korean army. Meanwhile the commandos were gorging themselves on steak and, after their austerity diet at home, sometimes eating six eggs apiece.

While the commandos waited below, six pairs of binoculars scanned the gloomy black seas from the bridge topside. Finally, far up ahead, the dim, low outline of the North Korean coast could be made out. The first greenish-yellow streaks of dawn were beginning to poke skyward.

Perch's skipper, Lieut. Commander Robert D. Quinn, came up on the bridge. He looked about briefly, then returned to the conning tower and passed the word to the officer on the bridge: "Pull the plug." The six men on the bridge went below, the conning-tower hatch snapped shut and the sub dipped under and went deep. Throughout the day she prowled along the rocky North Korean coast, occasionally sticking her periscope up for a look-see. By dusk *Perch* had closed to within four miles of the uninhabited shoreline.

Soon after dark she surfaced noiselessly and Skipper Quinn climbed to the bridge again. He studied the shore, then softly passed the word below: "Man the boats."

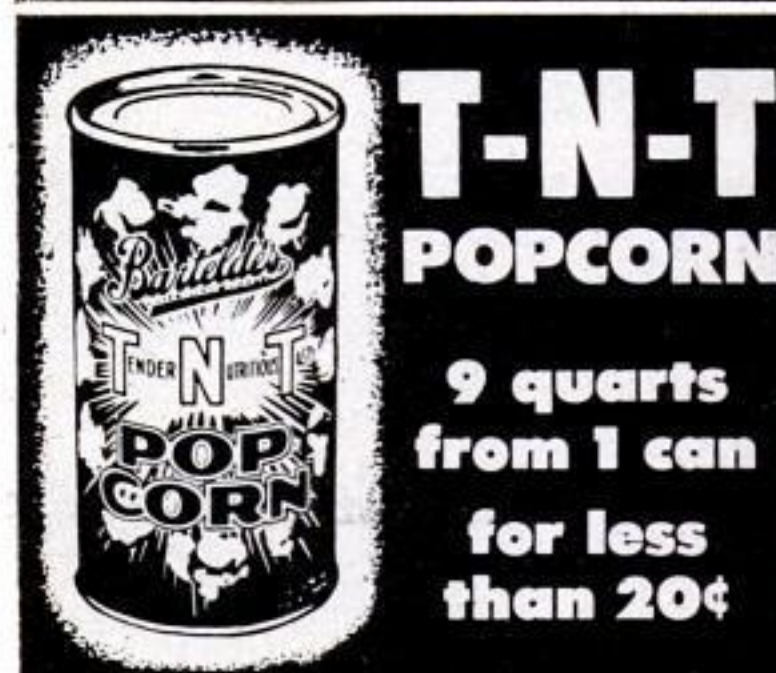


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CONTINUED ON PAGE 145

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Crew members brought out and inflated the ship's rubber boats. The commandos clambered up the hatch ladders, spewed out onto the deck and climbed over the slippery side into waiting rubber boats. No lights were shown. Ten marines crowded into each boat, complete with equipment. On the bridge U.S. Marine Major Frank W. Harrington directed the loading and casting-off procedures quickly and quietly. From the bulbous tank behind *Perch's* conning tower the skimmer was rolled out on a dolly. Then the sub dipped her tail down into the water and the power boat was launched into the sea. It gathered the six bobbing rubber boats onto a tow-line for the trip to the beach. Commando Leader Drysdale gave

the signal and a marine leaned over to start the skimmer's engine. It would not start.

Skipper Quinn called down for haste. Still the skimmer's engine refused to start. On the shore they could see a train chuffing down the railroad tracks and through the tunnel which was their target. In the conning tower the radar party picked up the train, tracked it and jocularly reported to Quinn, "Train making 25 knots, course north."

Then the radar picked up a more serious target: "Enemy patrol boat, directly inshore." Steaming in wide figure eights, the patrol boat was right in the path the commandos were supposed to take. As all eyes



MARINES' BOSS was Lt. Col. Drysdale of Haslemere, Surrey.

strained towards shore, two truck lights appeared briefly and disappeared on the beach.

Skipper Quinn remembers now how he felt the blood draining from his face. It looked like a trap.

Quinn, Harrington and Drysdale held a fast conference. Their decision: it was a trap. They had been discovered. They promptly called off the operation. While Quinn kept his eyes on the patrol boat inshore, the marines scrambled back aboard and disappeared down the hatches. The rubber boats were gathered up, deflated and stowed. The balky "skimmer" was floated aboard and stored in the hangar. The hangar doors were banged shut, and *Perch* pulled the famous old naval maneuver of "getting the hell out of there."

Later that night, standing far off the shore of North Korea, *Perch* exchanged messages with headquarters in Japan and was given permission for another try. But she was ordered to make it with the help of two nearby destroyers. The submarine was to meet them at 10 a.m. the following morning.

Target No. 2

BY that time Quinn and Drysdale had selected another target. It looked perfect. Two razor-back mountain ridges, about 100 yards apart, jutted out to sea. Between them stretched a broad horseshoe-shaped beach. The railroad ran across the beach and into tunnels under the ridges at either end of the beach. Between the tunnels and under the tracks ran a concrete culvert. If a pressure charge could be planted in each tunnel and the culvert could be blown up, the rail line would be closed for very lengthy repairs.

Next morning the submarine surfaced alongside the U.S. destroyers *Maddox* and *Herbert J. Thomas*. Quinn and Drysdale went aboard one of the destroyers to work out a plan. All agreed that the North Koreans had been alerted to the sub's presence in the area, so deception would have to be used.

It was Quinn's suggestion that was adopted: send one destroyer to the exact spot where *Perch* had been discovered the night before, to draw attention away from *Perch* and her new target. The *Thomas* was designated for the job and ordered to simulate *Perch's* activity of the night before, with one exception: she was to raise hell with her five-inch guns. *Maddox* would stay in the general vicinity of *Perch* as an escort.

A few hours later *Perch* was closing the shore near target No. 2. This shore had been previously photographed by the U.S. submarine *Pickrel*, famous for her snorkel voyage from Hong Kong to Pearl Harbor. In preparation for *Perch's* raid, *Pickrel* had patrolled the North Korean coastline, sometimes standing only a stone's throw off the beach. *Pickrel* had photographed 30 miles of the coast in detail, so now *Perch's* commandos had photographs and silhouettes of their new target to study.

At 7 p.m. Quinn went to the sub's bridge. The ocean and sky were black. He could only hope that this was no trap like the last one.

CONTINUED ON NEXT PAGE

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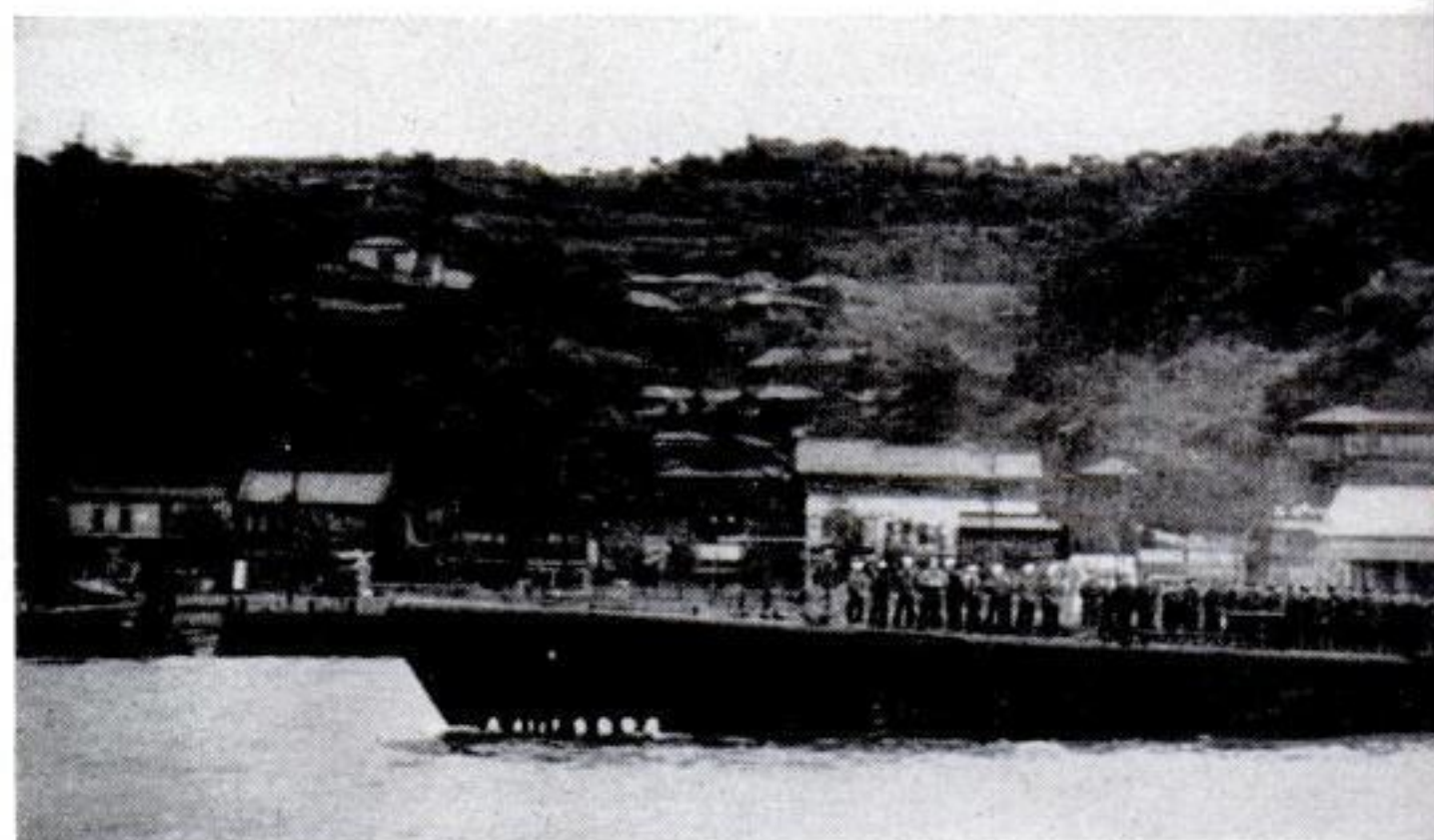
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THE "PREGNANT PERCH," with her huge, bulbous hangar tank crowding the narrow deck aft of the conning tower, waits at anchor at home base

"PERCH" CONTINUED

After one unsuccessful attempt this one would have to work. It would be suicide to pull out of this one and then try again on another part of the shoreline. North Koreans all up and down the coast would be waiting for them.

Again Quinn passed the word to man the boats. Again the commandos stomped up the debarkation hatch ladders, and climbed over the side into the waiting rubber boats. Again the skimmer was launched. This time the engine, which had been very carefully checked, started without a squawk. A rope was tossed to the six bobbing rubber boats. Half an hour after the sub had surfaced, the marines were headed shoreward, rifles, carbines and demolition equipment ready.

In the skimmer Drysdale checked his side arm and watch. The moon would soon be rising. Over a short-range radio set, he set up guarded communications with the sub, which was rapidly fading from sight in the black void astern. Off in the distance about five miles away, he spotted the lights of two enemy patrol vessels, moving slowly and ominously back and forth. There was no sound except the purr of the skimmer's engine, and the slap, slap of sea water pushing against the rubber boats. Then the skimmer's engine coughed and stopped.

The towrope had fouled the screw.

Drysdale immediately ordered a marine over the side. While the boats bobbed about helplessly, the marine whacked away at the fouled rope with a jackknife. In minutes he had it loose and was hauled from the icy water. The skimmer engine started up easily, and the boats again chugged slowly shoreward.

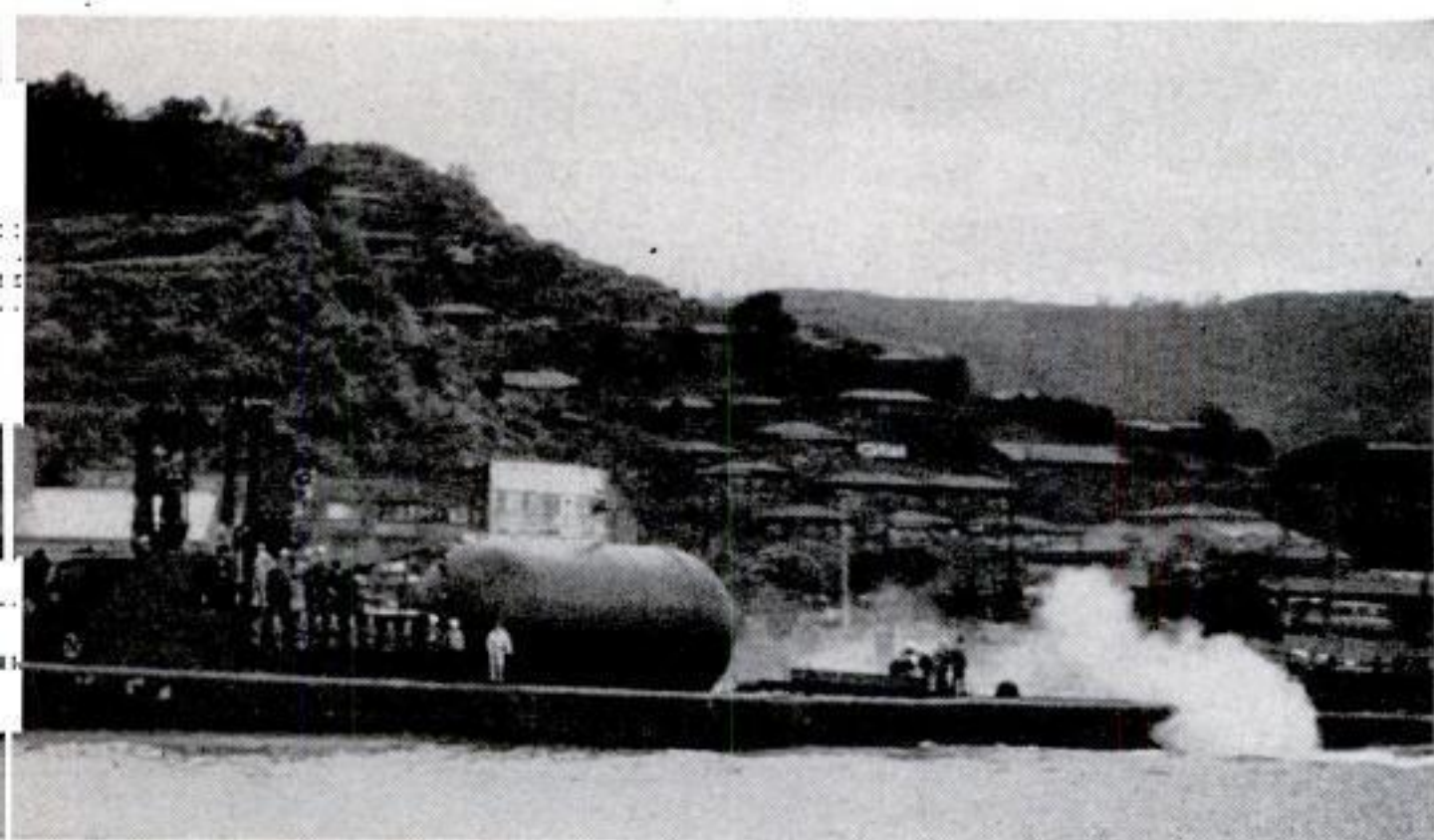
They were about 800 yards from the beach when the silence was broken by a volley of rifle fire. Drysdale stopped the skimmer's motor and listened. Had *Perch* been ambushed again? Should he turn back immediately? Drysdale made his decision quickly: hold fire, he ordered; the shots had probably come from coastal or railroad guards scared by their own shadows. He would carry out the raid as planned.

Drysdale gave the signal, the boatman started the engine again and they headed for the beach.

The marines land

WHEN the skimmer was 500 yards offshore, the engine was again stopped and the towline was slipped off. In the darkness the six boatloads of marines gathered around the skimmer. Speaking softly through a walkie-talkie, Drysdale ordered four boats to make for the left side of the beach and the remaining two to the right side. Half an hour after leaving the submarine the first rubber boat bumped onto land on the left side of the sandy beach. The commandos quietly fanned out across the sand.

One group of marines clawed up a 20-foot embankment to the railroad track, crossed it and took positions in the scrub hills above the mouth of the left tunnel. They were to act as a covering force in case the demolition party were disturbed by North Korean patrols. They had barely taken up positions when the roar of an airplane could be heard coming out of the west. It droned high over the beach and disappeared behind the hills. Shortly afterwards a tremendous cloud of flame and fire reached up into the black sky. The Air Force was working over some installation only a few miles from *Perch's* beach.



in Japan before her mission. A fleet type combat submarine in World War II, *Perch* is one of two U.S. subs to be converted into a bona fide troop carrier.

While the force on the left was digging in, another ran straight inland and took positions in the hills to cover the center area of the beach; between them and the water the demolition teams would prepare to blow the culvert under the railroad. A third force was to cover the right side of the beach, near the mouth of the right tunnel.

The marines in the center section flopped down in the gravel inland from the railroad. There was a shot and the commandos answered with a barrage into the dark scrub. One scream, then silence. The marines held their ground while the demolition crews hurried across the beach to their three stations—the culvert and the left and right tunnels.

Out on the sub, Skipper Quinn was worried by the firing on shore. He had agreed with Drysdale that the commandos would be too busy to radio a running account of what was going on on the beach; but now Quinn fretted as he received no explanation. In utter exasperation he went below for coffee; then inspected the ship's crew standing at battle stations. In the officers' wardroom the young ship's surgeon had laid out his surgical equipment and set up an operating table.

The explosives come in

ON the beach Drysdale was waiting for word that the right covering force was dug in. The demolition men in the right tunnel were planting their pressure explosive charge under the railroad tracks when they were fired on through the tunnel. They reported to Drysdale over their walkie-talkie. The right covering force should have been in position by then, and a few tense minutes passed before they finally reported in. They had missed their initial landing point on the beach but were now in action. The enemy firing through the right tunnel stopped as abruptly as it had begun. The demo team went back to work.

It was quiet again. Drysdale walked back and forth, in plain view, from one tunnel to the other, whispering encouragement and checking progress. The work was going ahead rapidly by the time the moon climbed to the horizon.

The skimmer had run to within 50 yards of the beach, where it anchored. Drysdale gave the signal for the explosives to be brought ashore. A marine went over the side and swam to the beach with a towrope. Once on land, he pulled in a small rubber boat laden with the explosives.

The rising moon lit up the bay, and from the shore they could see *Perch* swing about to present as small a silhouette as possible. By now the North Korean countryside had been alerted by the rifle firing. Work would have to be speeded up if they were to succeed in their mission and get out alive.

Marines hurried the explosives up the side of the railroad embankment to the waiting demolition men. Soon the cheery word came from the left tunnel: the pressure charges were laid under the tracks and set to go when the next train came along. Fifteen minutes later the right tunnel crew reported all set.

The men in the culvert were still at work, sweating through their green dungarees, when firing broke out on the left again. Another North Korean patrol.

The left covering force opened fire into the scrub. Again all was silent. Drysdale received a progress report on the culvert; another 10 minutes. He ordered the left beach force to withdraw. The men dropped back across the sand to the rubber boats. Down at water's edge they hauled the boats into the water and prepared to embark.

CONTINUED ON NEXT PAGE

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"PERCH" CONTINUED

As the grimy marines huddled together to climb aboard one of the boats, they heard a single shot from the dark brush inland. One marine groaned and fell into the water. His buddies lifted him into the boat while one radioed a report to the skimmer, which relayed the word to the submarine so the "Doc" would be expecting to handle a casualty. Then the rubber boats raced toward the skimmer.

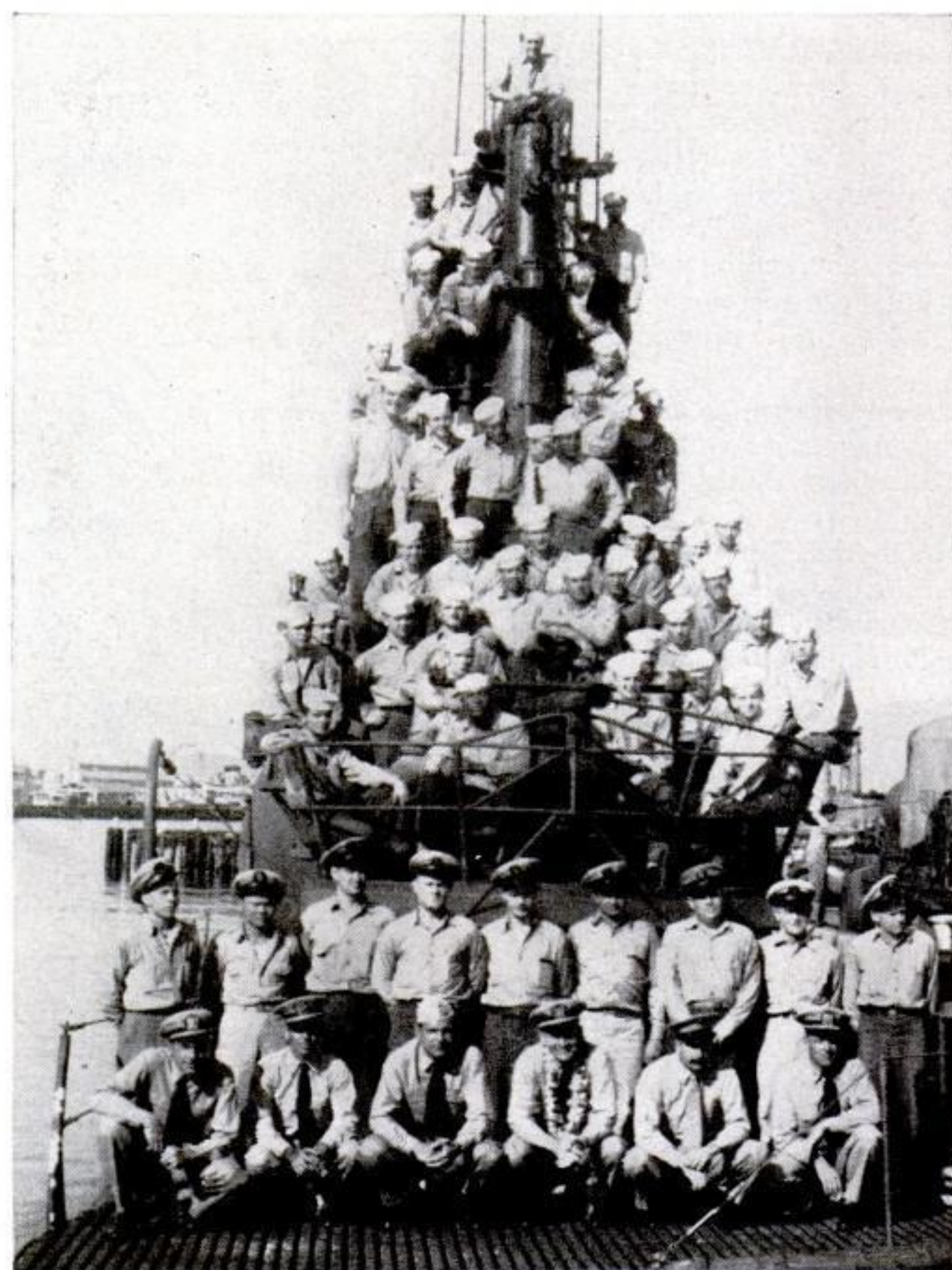
Meanwhile Drysdale ordered the right covering force to withdraw. And now the culvert crew was finished. Retreating to a safe distance from the culvert, Drysdale gave the word: "Blow it."

The culvert erupted in a dense cloud of smoke, dirt and rock. The roar set off more enemy firing, but it was wasted fire. Drysdale and the three engineers ran for the one remaining rubber boat, and were soon paddling seaward, toward the skimmer and the other boats.

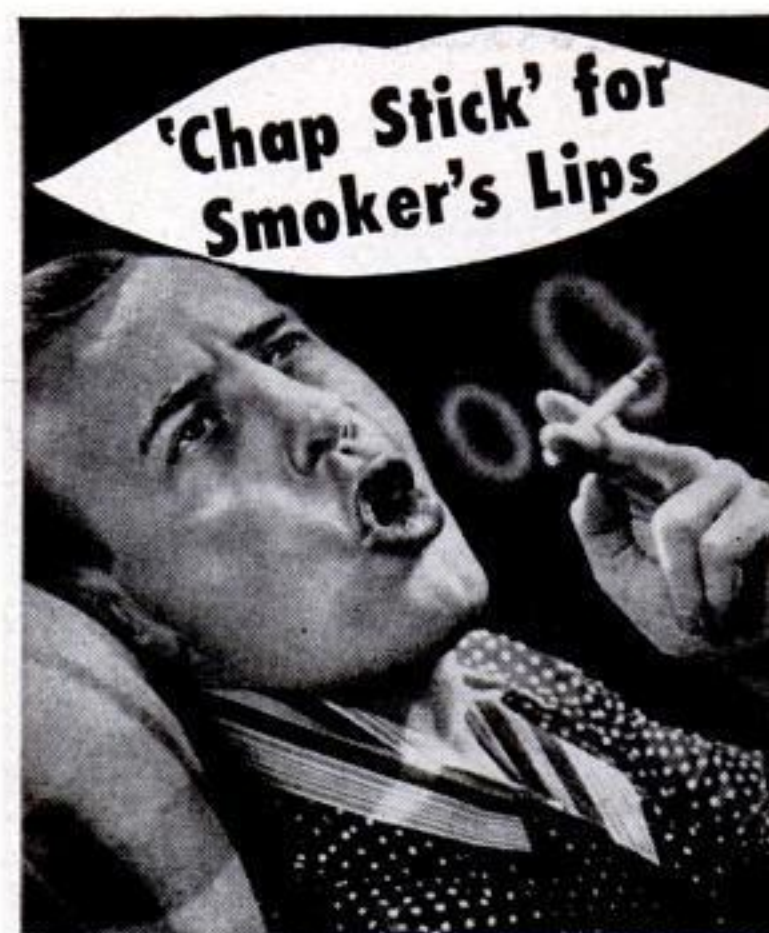
On *Perch* Skipper Quinn sighed in relief as the skimmer and its strange tow chugged alongside. With him on the bridge stood the doctor, waiting for the casualty they had reported. But it was too late. Commando P.R. Jones was dead. The dirty, exhausted marines clambered aboard and, one by one, dropped down through the hatches while *Perch* sailors gathered the rubber boats, deflated and stowed them away.

As *Perch* steamed seaward, an air of almost hysterical relief swept through the boat. The U.S. submariners were pretending they had acquired a cockney accent, and the Britons were retaliating with mock Brooklynese. (Later during the homeward voyage a good-natured argument broke out because the Americans wanted to listen to the World Series by short wave; unfortunately this came at 3 a.m. and the noise wakened the Britons. The commandos countered with a threat to turn on the British International football matches, but the argument was settled amicably.) Beneath the friendly kidding was every man's realization that he had just participated in an intimate demonstration of United Nations' cooperation in a common effort.

Just before *Perch* headed across the Sea of Japan for her home berth she got a report from the destroyer *Maddox*, which had stayed near the enemy shore just long enough to hear across the bay a telltale muffled *wharroomph!* An unsuspecting engineer had taken his train into one of the tunnels and tripped the pressure detonator under the tracks. The tunnel crashed down on the train and put the railroad out of business for a long, long time. The mission of the "Pregnant *Perch*" was completed.



MISSION COMPLETED, officers and crew of the "Pregnant *Perch*" form a triumphant triangle atop her conning tower to celebrate *Perch*'s dramatic feat.



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Skeletal Sculpture

ARTIST WHITTLES MEN TO BONE

The long-limbed figure gesticulating above belongs to a fragile and tenuous race of men created by a Swiss sculptor named Alberto Giacometti. Although he stands here on a Paris street like a majestic but undernourished gendarme, he is more at home in international museums and art collections where most of his emaciated mates can be found, poised in skeletal attitudes that have a strangely lifelike though incorporeal energy.



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SKELETAL SCULPTURE CONTINUED



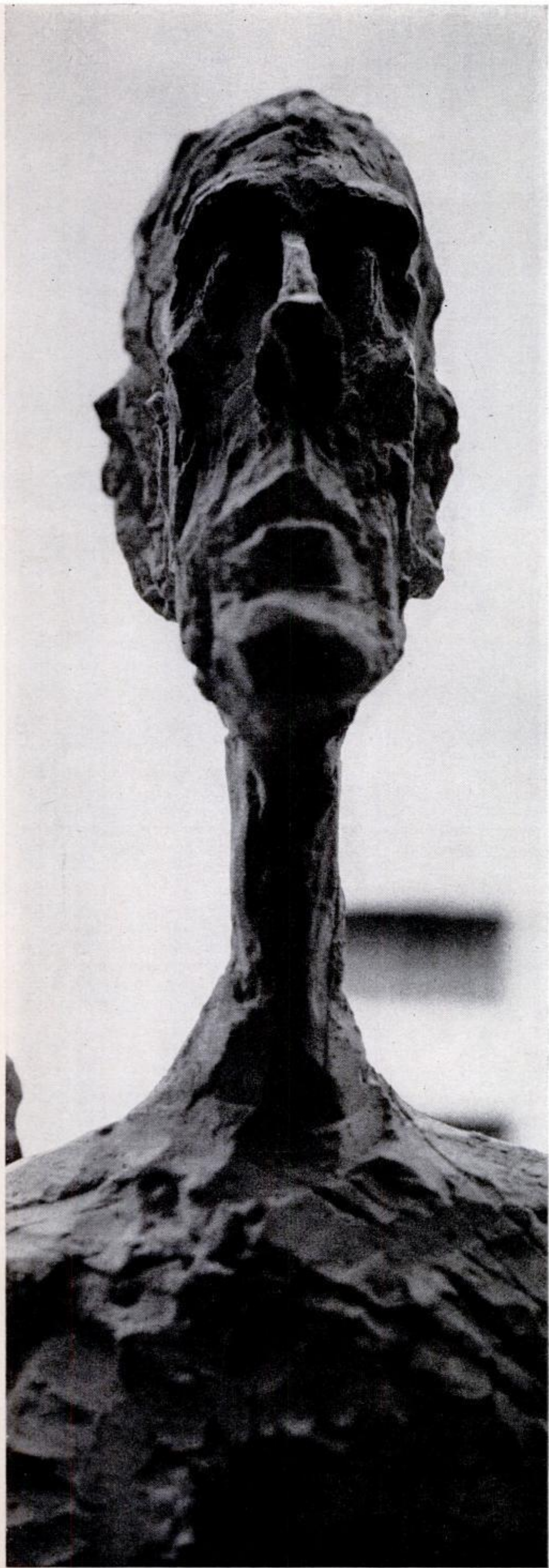
FALLING MAN hovers above Giacometti's head in a pose of suspended doom. The outstretched hand is one of a series of studies made by the sculptor in a limb-by-limb effort to recreate a "whole man." He usually adds touches of paint to his sculpture to emphasize contours and indicate physical features.

LEAN LIMBS, LONG HEADS AND LEFT BANK SNOOPERS

Sculptor Giacometti, the son of Switzerland's foremost impressionist painter, started out 30 years ago producing conventional statues. But he lost his way among the innumerable details of the head and body which seemed to clutter up and conceal the underlying form of human beings. "I felt I needed to realize the whole," he says, "a structure, a sharpness... a kind of skeleton in space." To arrive at this "essence of man," Giacometti gradually reduced his figures to pin size, then gradually stretched them out again to pipeline silhouettes whose slender fragility suggests the perishable nature of man himself. While he was developing his stalagmitic style, Giacometti supported himself by making chandeliers, vases, bird cages and metal doorknobs. Today, when his sculpture is sought by avant-garde collectors all over Europe and the U.S. and brings prices from \$200 to \$3,000, there are not enough of his thin men to go around. For Giacometti is never satisfied with his work and hates to let it go. In his plaster-heaped studio in Paris he works throughout the night under the wan rays of a small electric light bulb, continually scraping away at his statues, half finishing them, then smashing them to dust and beginning all over again.



SNOOPING ANIMALS, sniffing their way along an alley, were suggested to the sculptor by scrawny denizens who range the Left Bank near the studio which he has occupied for 24 years. Giacometti shaped them with a penknife out of wisps of plaster which are held together by strands of white horsehair.



LOOMING HEAD was modeled after Giacometti's brother, Diego, who is also an artist and often casts Giacometti's sculpture for him. Although the bust bears some resemblance to Diego's rough-hewn features, Giacometti hoped, in its gaunt, anguished expression, to suggest the "head of everyone."

"My Way"
says

Brenda Marshall

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TUNE IN JOHN CAMERON SWAYZE with the news, sponsored by Raytheon, NBC RADIO NETWORK Sunday afternoons. See local paper for time, station.

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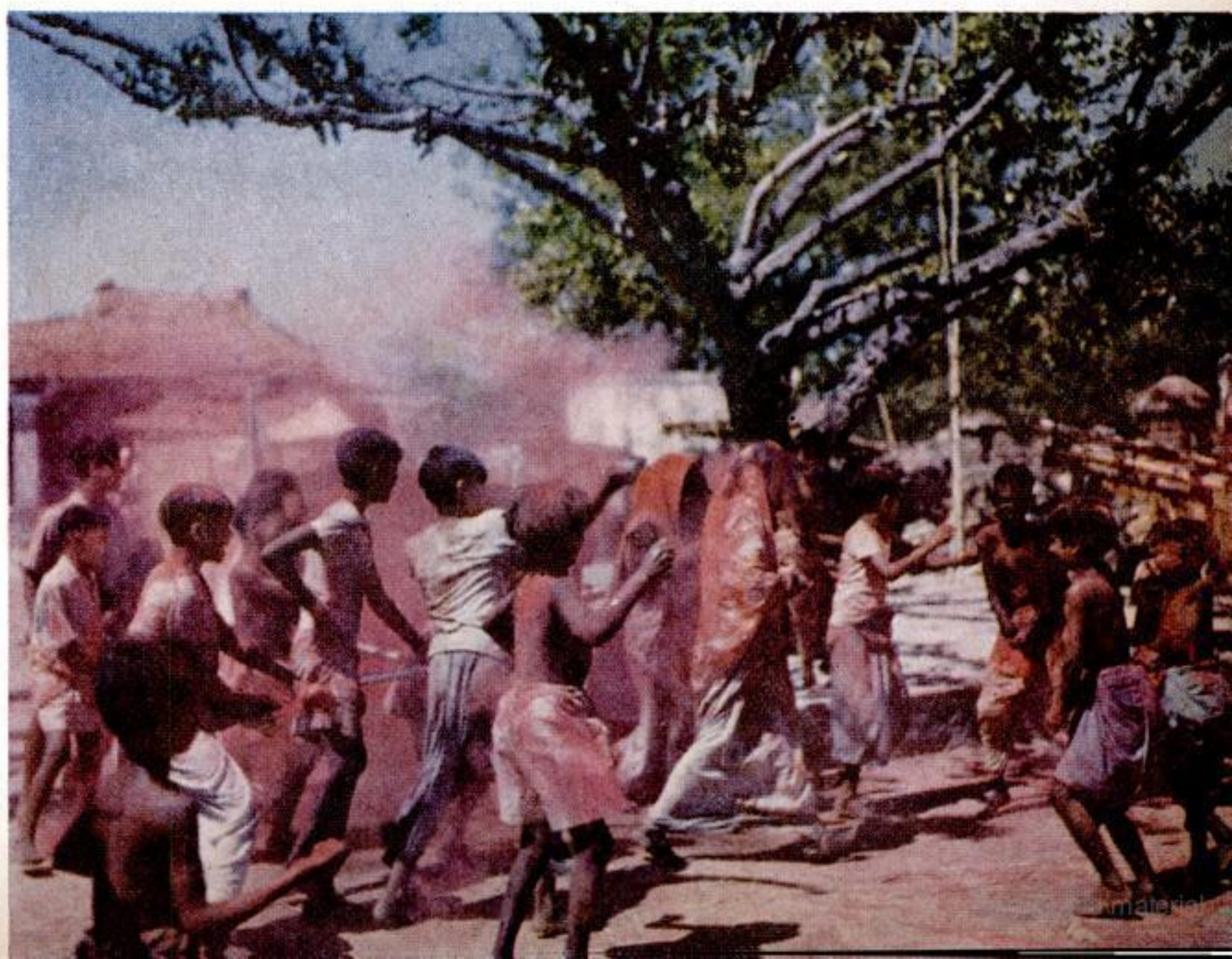
BRIDAL PAINTING is made of white rice flour mixed with water, decorates Hindu bride's courtyard. Boy is bringing fruit to be added to the pattern.

PAGEANT OF INDIA

THE EXOTIC COLOR OF AN ANCIENT LAND ANIMATES "THE RIVER"

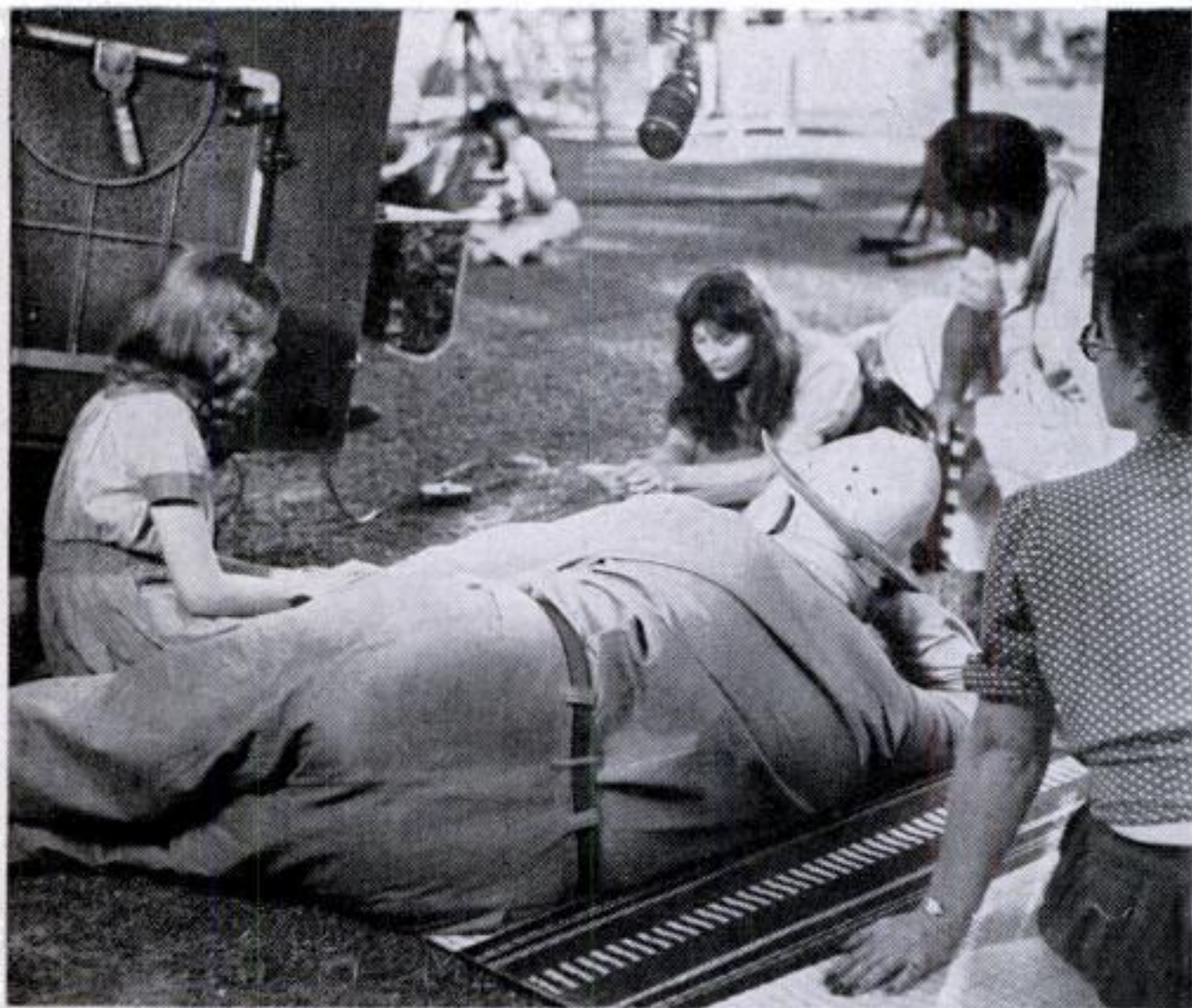
In India misery lives side by side with brilliant pageantry and animation. It is the brilliant side of India which is brought to life in *The River*, the first Technicolor movie ever to be made in its entirety in that country. The idea came from Ken McEldowney, a Hollywood florist, and Director Jean Renoir, who had been charmed by Rumer Godden's nostalgic novel of her girlhood in Bengal and saw a chance to bring an exotic world to the screen. The money was raised by McEldowney and by two Indian maharajas and a prince. For a busy three months Renoir and his crew, most of them Indian, worked on the banks of the Hooghly River. They recorded village festivals and religious rites, and the drudgery of daily life in a jute press and on fishing boats. They filmed temples, bazaars, flower gardens, and all the colorful, ragtail assemblage of snake charmers, sacred cows and holy men that swarm over the land. In this sea of color, the plot—a talky and unconvincing thing at best—soon founders and is forgotten. But it does not really matter much. Renoir prefers to follow the patterns of Indian life with the same intimate warmth that marks the works of his father, the great painter. It makes a film of unrivaled visual beauty.

BRIGHT POWDERS are thrown by village boys on every passer-by in the general rejoicing which accompanies festival marking the beginning of spring.





FATHER, DAUGHTER AND WATER BUFFALOES SOAK
IN INDIA'S MUD-FILLED, BUT HOLY HOOGHLY RIVER



DIRECTOR RENOIR AND CAMERA FOCUS ON ACTRESS CORRI

HOLLYWOOD-ON-HOOCHLY

The making of *The River* was a tale of high international adventure which started the day Producer McEldowney wangled a place on a DC-3 being flown to a maharajah. He had also to wangle a way to get rupees translated into dollars, get two of the three Technicolor cameras in the Eastern hemisphere shipped to India, get through the labyrinth of customs regulations by devices like classifying camera lenses as medical instruments (on the grounds they were optical devices). By the time he was ready to shoot the film, real shooting was a daily event in Bengal, where Hindus and Moslems were massacring each other by thousands. The cast and crew had to be escorted to work by Indian police jeeps. The actors were collected from the most disparate sources: from Madras a beautiful dancer named Radha (p. 158); from England a beautiful redhead named Adrienne Corri; from America—to play the hero who arouses fires of passion in the breasts of three girls—Tommy Breen, son of Joe Breen who is chief custodian of Hollywood's morals.



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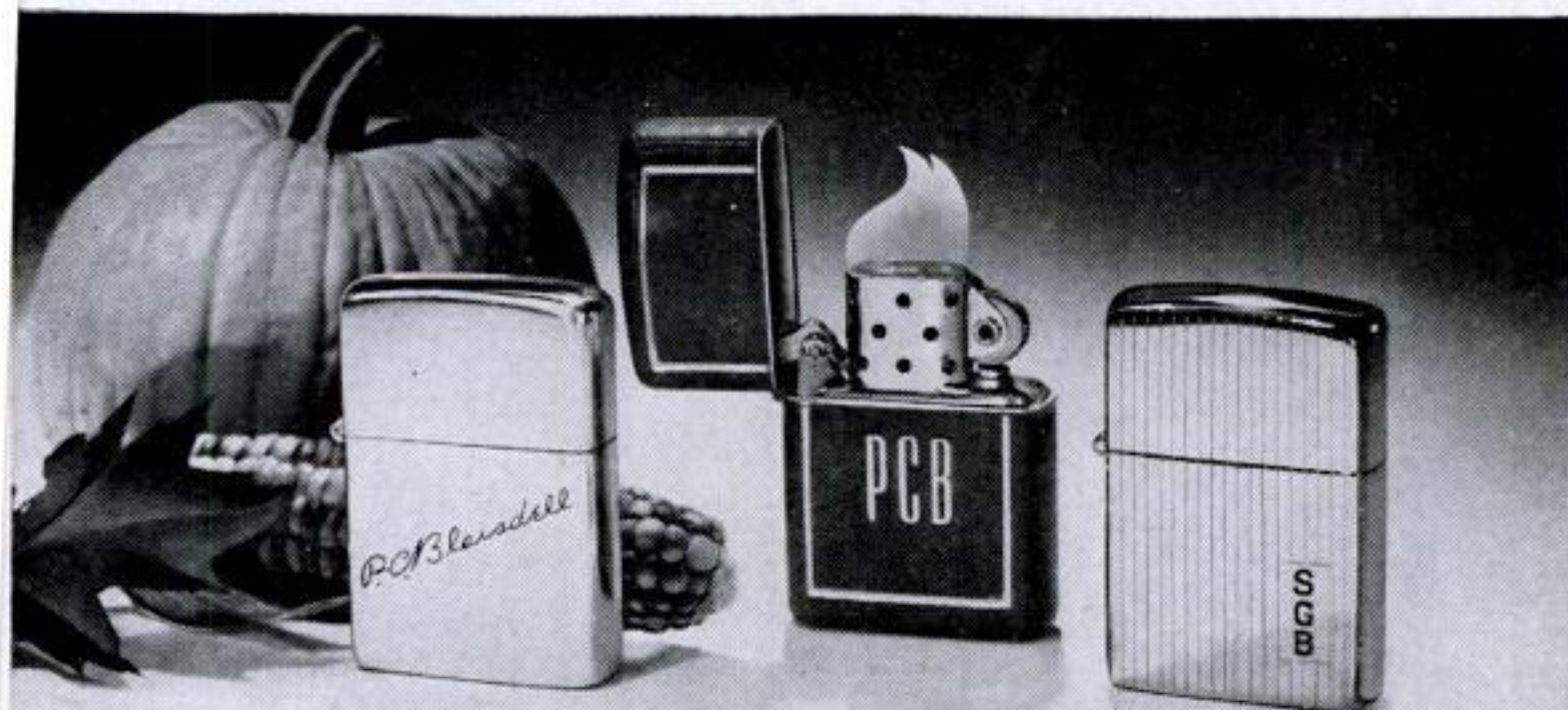
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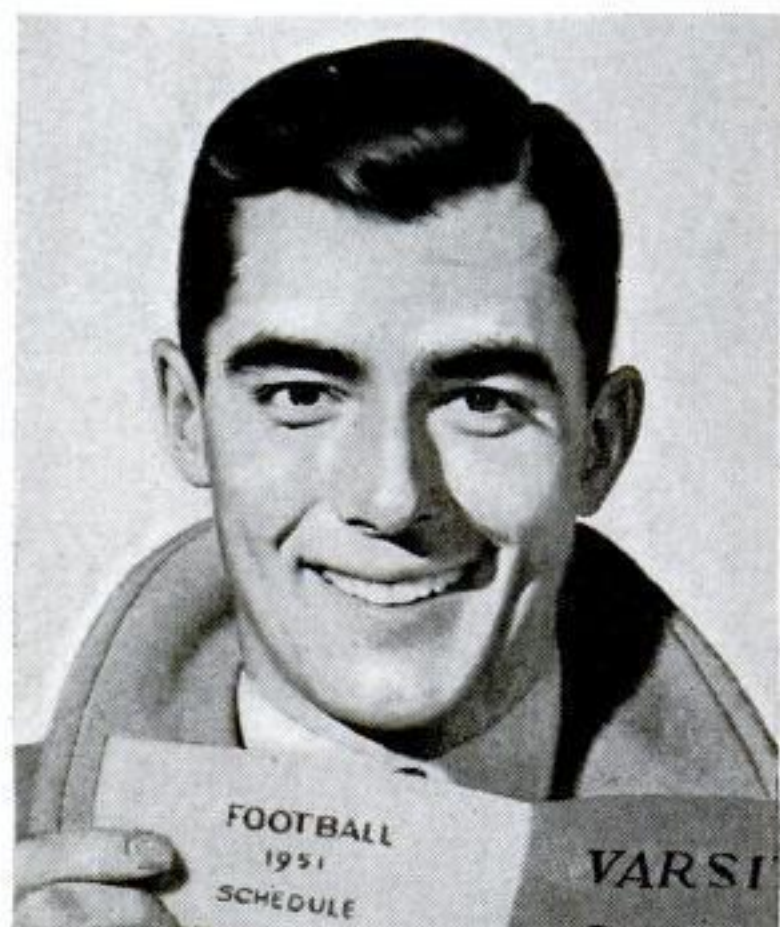
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"THE RIVER" CONTINUED



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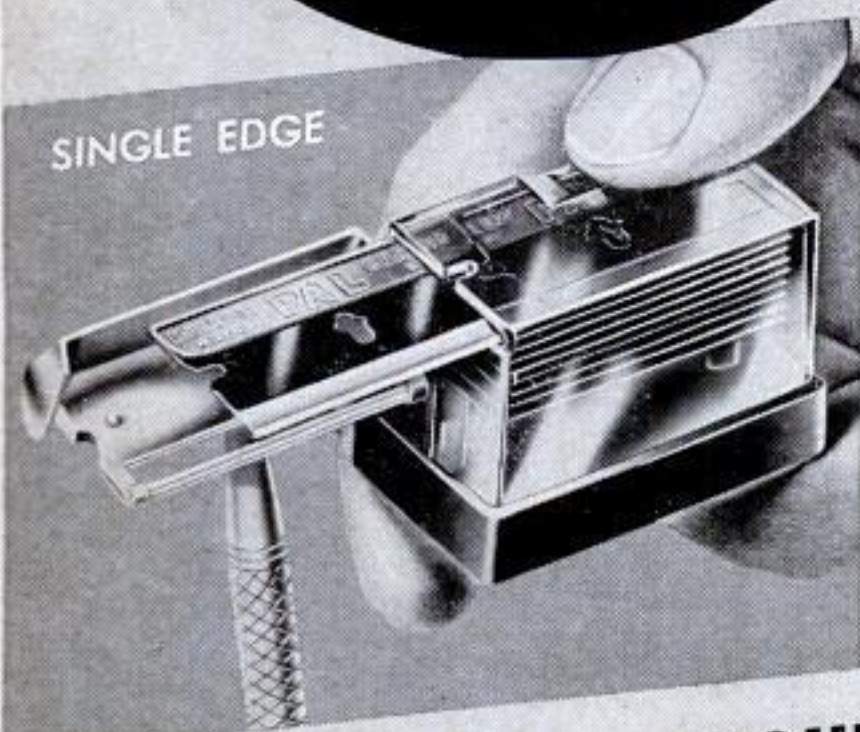
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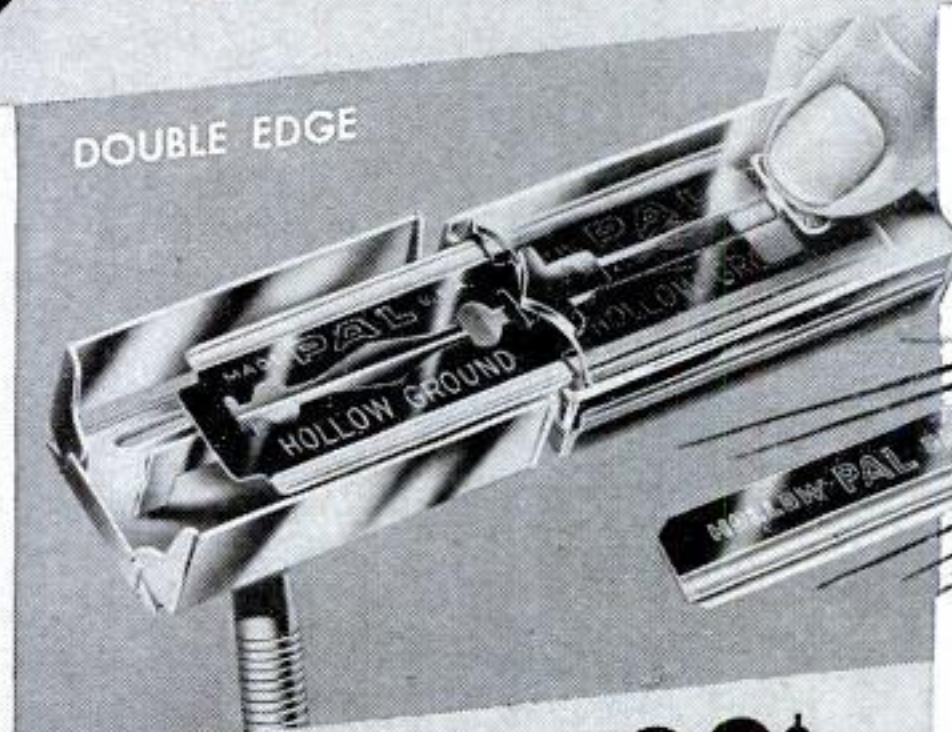
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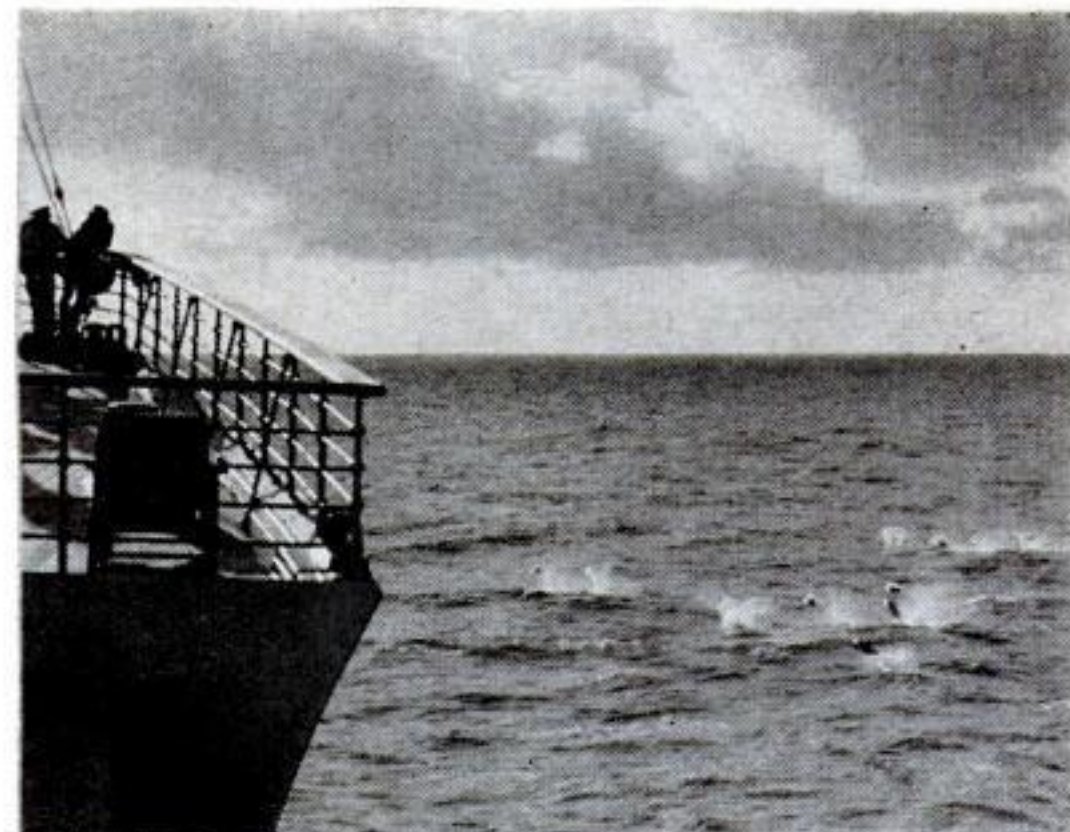


CALIFORNIA ARTIST HAROLD ANDERSON TRAINS HIS CAMERA ON A FIJI SIGHT



"INTRIGUING SHORE PROGRAM" offered by folder brings haggling with Javanese

peddler. This traveler is trying to buy painting. In Bali a tourist bought 30 hand-carved heads.



PORPOISES RACE "STELLA" IN POLYNESIAN SEAS

Life Goes on a Travel Agent's Dream Tour

WEALTHY U.S. VAGABONDS SEE WORLD IN 134 DAYS

About this time each year, a strange restlessness seizes many mature, well-heeled Americans. It is a desire to stop clipping bonds and start cutting up, to quit taking vitamins and start taking 16-mm movies, to get out of the corset and into an outrigger canoe. When this seizure is brought to full fever by the travel agent's newest brochure, the person who needs travel more than cash turns vagabond and goes off on a luxury cruise.

The most notable of the 1951 luxury cruises was the 134-day round-the-world guest cruise of the motor yacht *Stella Polaris*. First trip of the sort for the *Stella* since World War II, it took about 140 Americans from New Orleans through the Panama Canal, across the Pacific on the approximate course of the raft *Kon-Tiki* and into a raft of remote and fascinating places: the Galápagos Islands ("fabulous wonderland" says the travel folder), the Marquesas ("a veritable paradise"), New Guinea ("mysterious, untamed"), Timor ("port of pleasure"), Bangkok ("truly exotic"), Ceylon ("where the lissom Cinghalese live out their lives in perpetual gaiety").

But it is a long steamer jump from sabled Manhattan to fabled Malaya, and it was probably inevitable in these times that even the *Stella's* happy vagabonds would occasionally run into an unexpectedly unexotic situation. In Tahiti they landed during a measles epidemic and at the next stop, in the Cook Islands, were kept aboard ship as menaces to public health. On Raiatea Island tropical rain poured on a fire-walking ceremony (p. 165). On Guadalcanal many natives hid their women and children while *Stella* was in port. In Australia a Communist-inspired strike of aborigine dancers ("most primitive people on earth") put off the wild native dance show. And in Bali ("the one perfect spot in Creation") there was a ban on photographing half-clad women. Yet the cruise, all in all, was easily worth the cost—from \$5,400 for an outside single cabin in the boat deck, to \$3,600 on B deck, plus optional side trips which could cost an extra \$1,400. Some of the happy moments are recorded in these pictures. The first words of all the captions are quoted from the cruise's travel brochure.



"VIVID IMPRESSION OF POLYNESIAN DRESS," promised in the travel folder for the world tour, is reflected in the costumes worn at a shipboard mas-

querade ball. These ladies bought their intricately decorated grass skirts in the Society Islands. Two other less impressed passengers came dressed as floor mops.

How to "cut down on smoking"



without giving up a single cigarette!

■ This is no ordinary cigarette holder. It is an amazingly efficient instrument for filtering cigarette smoke—any brand of cigarette. You can actually see the harmful irritants it removes from the smoke. And once you take a good look at the tarry stuff you'll be glad it's in the Denicotea crystal filter, not in you!

If you suffer from smokers' cough, sinus trouble or have any other reason to cut down on nicotine and cigarette tars, start using Denicotea today!

REALLY FILTERS THE SMOKE!



Aluminum ejector model, 2.50

Longer model, gold tone ejector, 3.50

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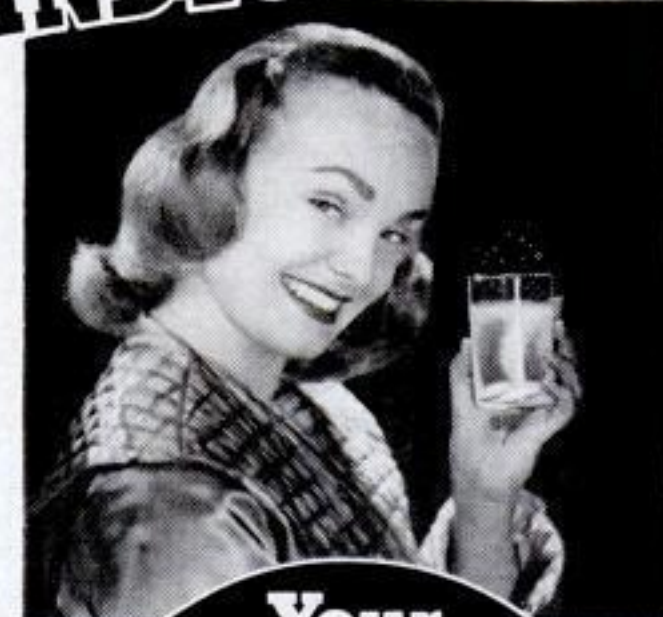


"STUDIES OF NATIVE LIFE" bring Mrs. Alma Crane to Buddhist burial mound at Sanchi, India. After climbing it she peeked inside, saw darkness.



"ALMOST TERRIFYING ECSTASY" of the Raiatea fire walkers' ritual tempts Mrs. Mary Ehrlich to try it.

First Aid For ACID INDIGESTION



Your
**BEST
FRIEND**

Is a Glass of
Sparkling,
Refreshing

ALKA- SELTZER

Dependable
FAST ACTING
Pleasant Tasting
ALKALIZING
Not A Laxative

ALSO RELIEF FOR
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COLD MISERY
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AT ALL DRUG STORES • U. S. and CANADA



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AMERICA'S SMOOTHEST WRITING PEN

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Phone
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Thor
dealer
for a

demonstration.
His name's in the classified directory!

REG. U. S. PAT. OFF.

CONTINUED ON PAGE 163



**We took a tip
from an engineer**

The soft, fine fibers in this famous
Manhattan Span Collar are twisted like the
steel cables of a bridge. This means
greater strength, longer life. In fact, if this collar
doesn't outlast the rest of the shirt,
we'll give you a new one free!

Shirt \$3.95* Tie \$2.50*

Manhattan

THE MARK OF QUALITY SINCE 1857

©1951, THE MANHATTAN SHIRT CO.

*SUBJECT TO O. P. S. REGULATIONS



SEAGRAM'S 7 CROWN, BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK

'A HAPPY DAY ASHORE'



"EXOTIC VEGETATION," a banana leaf, provides extra cover for Max Henkey when stogie-soaking rain dampens fire walking which he is watching.



"UNFORGETTABLE SIGHTS" of same ritual are captured for album by Mrs. Frances Belden, Pitchfork, Wyo.



"MAGICAL BEAUTY" of rite holds Grace Barker (left), belle of the boat, and older vagabonds despite rain. Ship's officer shelters under Grace's coat.

CONTINUED ON PAGE 167

*You've gotten the Christmas spirit! And a lovely gift you'd make, at that. You're so gentle (and lovable) because of the thiamin, calcium and phosphorus you get from Puss 'N Boots.

*Plenty of life in you! But that's no surprise. All the minerals, vitamins and carbohydrates in your Puss 'N Boots diet help keep you alert and vigorous.



*See the pretty kitty? That's you, little one! And you'll grow even more beautiful with time. Yes, Puss 'N Boots supplies riboflavin and niacin you need for a thick, sleek, handsome coat.

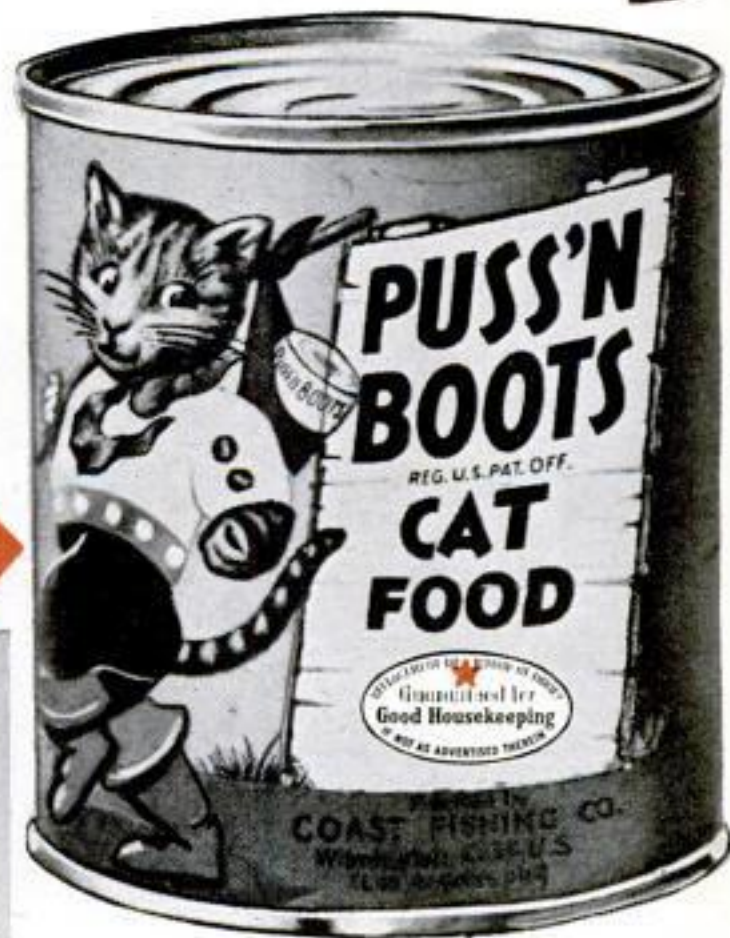
See what it means...
to be a Puss 'N Boots Cat?

Merry Christmas to all Puss 'N Boots cats! May you continue to be spirited beauties. You *will*... with Puss 'N Boots to add the plus. Tasty Puss 'N Boots is more *nourishing* than salmon, liver, milk or beef. And it costs far less.

Puss 'N Boots adds the PLUS! ▶

Don't Miss
RHUBARB
the millionaire tomcat
(A Puss 'N Boots cat, of course)

A Paramount Picture about a cat who inherits \$30,000,000 and a ball club. A Periberg-Seaton Production at your local theatre soon.
starring
RAY MILLAND
and **JAN STERLING**





Thinner
than this
page!


Yes, less than 1/1000th of an inch! That's how thin winter-grade oil must spread over the working surfaces of your car's engine. Yet—this less-than-paper-thin film of lubrication must provide *complete cold weather protection*.

A tough job? Not for Quaker State Cold-Test Motor Oil. This rich, full-bodied oil is specially tailored to protect fully even at low, bone-chilling temperatures. Made from 100% pure Pennsylvania grade crude oil, it is, we believe, the finest motor oil produced anywhere in the world. Use it—exclusively—this winter!

If the manufacturer of your car recommends Heavy Duty Oil with detergency, ask for Quaker State HD Oil.

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MOTOR OIL

QUAKER STATE OIL REFINING CORP., OIL CITY, PA., MEMBER PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION



Thousands of luckless cars
lack of engine protection
excessive wear and tear
could be avoided.



QUICKER STARTS . . . FULL PROTECTION with Quaker State. This winter avoid slow, uncertain starts . . . excess engine wear . . . and many unnecessary repair bills. Lubricate with a smooth-flowing, fully stable motor oil like Quaker State Cold Test. Do it now!





"RENOWNED ATTRACTION" at Agra, India is the bird trainer's canary that pecks a coin off a tourist's brow.



"MOVING AND MEMORABLE EXPERIENCE" at Gwalior, India is elephant ride. It came with an optional Indian side trip that cost \$397 extra.



Phillips' Does MORE Than Lazy Laxatives

Not only relieves constipation, but accompanying acid indigestion, too!

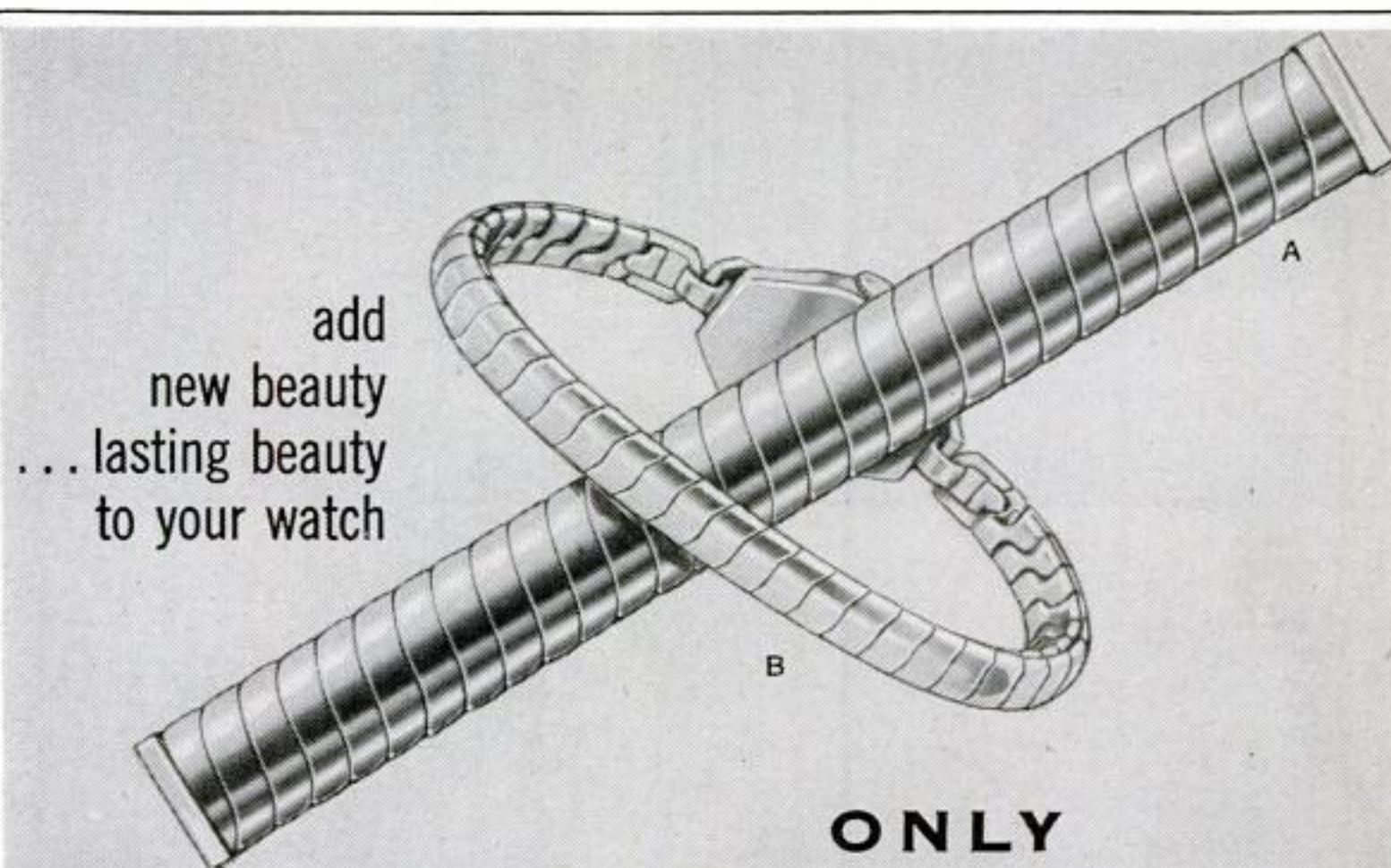
Three tablespoonfuls for constipation and accompanying acid indigestion! Relieve irregularity effectively by taking Phillips' Milk of Magnesia! Phillips' does more than lazy laxatives which only relieve constipation. Phillips' also relieves the acid indigestion which often accompanies constipation—gives you more complete relief. So gentle for children, so thorough for grownups, Phillips' can be taken without thought of embarrassing urgency.

One tablespoonful for stomach upset alone! If overindulgence causes upset stomach, gas, heartburn or any other distressing symptoms of acid indigestion, take Phillips' Milk of Magnesia as an antacid. Phillips' brings amazingly fast relief because it contains one of the fastest, most effective neutralizers of excess stomach acids known!

LIQUID PHILLIPS' AVAILABLE IN 75¢, 50¢ and 25¢ BOTTLES
PHILLIPS' TABLETS IN \$1.00, 50¢ and 25¢ SIZES



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FLEX-LET

Long-Life
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give you TRU-RIVET* construction assuring longer life—more years of dependable wear! And FLEX-LET Watch Bands have the distinctive appearance of custom-made jewelry. Give FLEX-LET... wear FLEX-LET... no finer Watch Band made! Ask your jeweler—he knows!

A. DE LUXE—G. F. 1/20—12K top, stainless steel back \$11.50 T. I.
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from LIFE, July 30, 1951, by Gordon Parks

WHAT'S IN A PICTURE . . .

The rain squall has passed. Sunlight comes suddenly flooding over the Place de la Concorde. Life that seemed suspended in the storm surges again across one of the world's most beautiful public squares. All the vitality and beauty and sparkle of Paris are

summed up in this picture. If you have only read about Paris, your mind created its own pictures of the city. Photographs correct or confirm those mental images and places you may never have visited become familiar and meaningful.

. . . to see life . . . to see the world . . . to eyewitness great events

LIFE



Ezio Pinza says:

**"I drink finer-tasting
Schenley**

**You'll agree it's the
smoothest of all"**

PINZA IS FULL OF SURPRISES! First he went from Grand Opera to a Broadway musical hit. And now, in his first big screen role, he dons a Western costume. "I like a change of pace," says Ezio Pinza. "But when it comes to whiskey—I always drink richer, finer Schenley. Nothing else equals the taste of Schenley. Try it—I know you'll agree."



IN THE GARDEN of his new home, Ezio Pinza takes it easy after a hard day at the studio. "I enjoy a Schenley whiskey collins," says Mr. Pinza. "It's *extra* satisfying because it's *extra* smooth. You'll like it, too."



A STAR IS EXPECTED to serve the best. So, of course, Ezio Pinza serves smooth, sociable Schenley. Here he offers screen star Herbert Marshall a refreshing drink made with Schenley. "Schenley is my favorite, too," says Herbert Marshall. Why not choose Schenley for *your* enchanted evenings?

For an Enchanted Evening enjoy
SCHENLEY
SCHENLEY

*A Mark of Merit Whiskey
from Schenley.
the House of Rare Whiskies*

BLENDED WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. © 1951, SCHENLEY DISTRIBUTORS, INC., N. Y. C.

Why did you change to Camels, ANN SOTHERN?

“Because my voice is so important, I wanted a cigarette that agreed with my throat. I tried different cigarettes and I chose Camels—for mildness and flavor!”

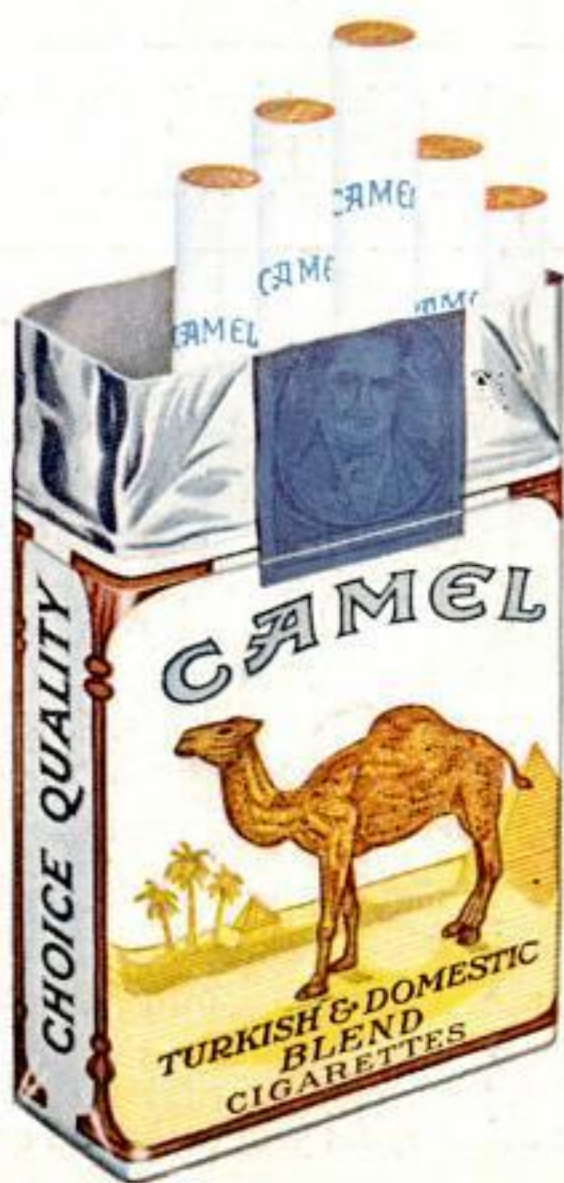
Ann Sothorn

One of America's favorite movie, stage and radio comediennes.



R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

Not one single case of throat irritation due to smoking **CAMELS**



—that's what noted throat specialists reported in a coast-to-coast test of hundreds of people who smoked only Camels for thirty days!

Make your own 30-day Camel test—just as Ann Sothorn did. It's the one sensible test of cigarette mildness. Smoke Camels, and only Camels, for 30 days—not just a puff or a sniff. You'll discover how rich and flavorful Camels are, pack after pack. You'll see how mild Camels are, how *well* they agree with your throat.

Then you'll know why, after all the mildness tests,



Make your own sensible
30-Day Camel mildness
test in your "T-Zone"—
T for Throat,
T for Taste.

CAMEL LEADS ALL OTHER BRANDS—BY BILLIONS!